

# Cooperative Marketing

Program Summary for the Fiscal  
Year Ending June 30, 2012

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Division of Tourism

*Working together* to lead Missouri in becoming one of America's most memorable tourist destinations.

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## SECTION I. PROGRAM OVERVIEW AND ANALYSIS FY1995 THROUGH FY2012

The Division of Tourism Cooperative Marketing Program has awarded \$47.4 million toward the support of local performance-based tourism marketing projects since its inception in fiscal year 1995. The program funds qualified projects that align with the division's strategies and markets to achieve the program goals on a dollar for dollar matching funds basis. Year after year, the program sets superior industry standards that have been widely emulated.

### *Program Goals:*

- Extend the Division of Tourism marketing resources through participation in countywide strategic leisure travel marketing partnerships
- Support qualified performance-driven projects designed to increase tourism expenditures in Missouri
- Provide incentive and opportunity for growth and improvement in county and regional marketing efforts with an emphasis on incremental over-night stays

### *Administration:*

The Division of Tourism administers the Cooperative Marketing Program under the direction of the Missouri Tourism Commission and with recommendations from an active industry advisory committee.

### *Division of Tourism Regions:*

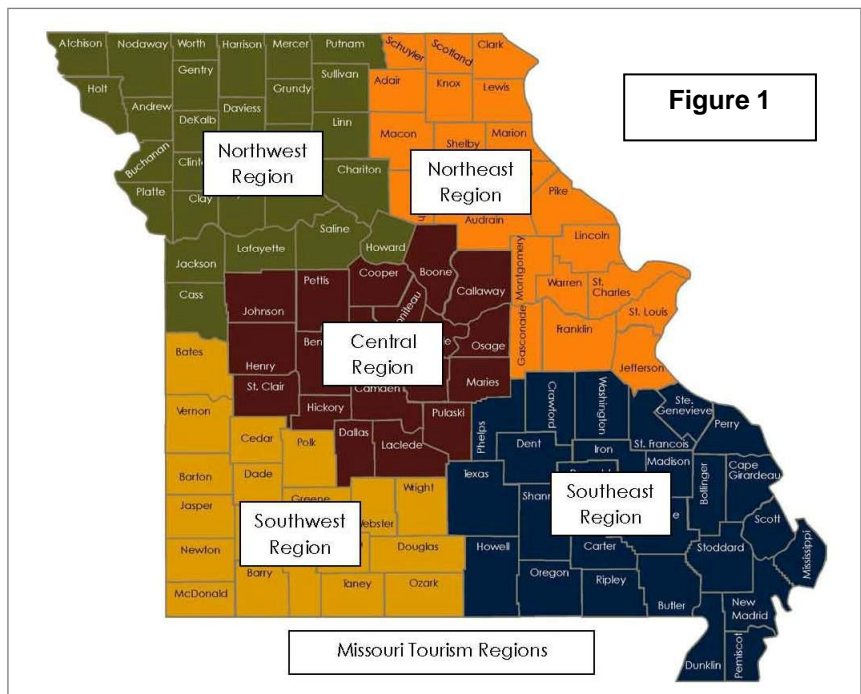
**Figure 1** illustrates the Missouri Division of Tourism vacation regions. Cooperative Marketing funding is tracked by these regions as well as by county.

### *Cooperative Marketing Advisory Committee:*

The Cooperative Marketing Advisory Committee, comprised of industry professionals, provides ongoing insight into the tourism marketing needs of the industry. Regional representation is one of the criteria for the committee member selection.

### *Strategic Planning:*

The division continually reviews and assesses eligible marketing activities, program requirements and reporting systems. The analysis of past performance provides valuable information for the planning and design of future programs. The division strives to ensure that the Cooperative Marketing Program both meets the needs of the tourism industry as well as Missouri.



## History:

Through the end of the 2012 fiscal year, the Cooperative Marketing Program supported approved destination marketing organizations (DMOs) with state funding awards of approximately \$47.4 million for advertising and marketing projects totaling more than \$96 million.

**Figure 2**

**FY95 - 12 Awards/Reimbursements by Tourism Region**

Tourism Region	# of Projects	Awards (Millions)	Reimbursements (Millions)
Central	259	\$8.1	\$7.4
Northeast	259	\$10.9	\$10.0
Northwest	300	\$11.0	\$9.9
Southeast	160	\$1.4	\$1.2
Southwest	217	\$16.0	\$15.2
<b>Total</b>	<b>1195</b>	<b>\$47.4</b>	<b>\$43.7</b>

**Figure 2** illustrates the totals of FY1995 through FY2012 program awards and reimbursements by each of our five tourism regions.

**Figure 3** reflects the total budgets of approved projects by marketing activity type for the period FY1995 through FY2012. Media advertising, this includes the placement of destination advertising in print, broadcast and internet outlets.

## Areas of Focus:

The Cooperative Marketing Program provides reimbursement of up to 50% of eligible expenses incurred by certified DMOs for the fulfillment of approved tourism marketing projects designed to increase the economic impact of tourism throughout Missouri. To be considered tourism marketing, a project must specifically target the potential visitor who must travel a minimum of fifty miles to reach the destination. The four general areas of focus for funding available through the co-op program are 1) marketing to the leisure traveler, 2) marketing to the media 3) marketing to the event planner and 4) tourism research.

**Figure 3**

FY95 - 12 Awards by Marketing Activity	Budget Totals (Millions)	% of Budget
Media Advertising	\$82.7	86%
Collateral Material Development & Printing	\$4.9	5%
Billboards, PR, Audio Visual Materials, Websites, Direct Advertising & Other Marketing	\$5.7	6%
Production & Non-Marketing Activities	\$3.0	3%
<b>Total Marketing</b>	<b>\$96.3</b>	<b>100%</b>

1. Marketing to the Leisure Traveler – Performance-based tourism marketing projects that target the leisure traveler are the primary focus of the Cooperative Marketing Program. The following categories provide funding opportunities designed to satisfy a wide-variety of marketing needs.
  - Missouri Jewels Program - Technical assistance and funding for the development of an appropriate tourism website, tourism marketing brochure and/or pre-market visitor research.
  - Civil War 150 Promotion – Advertising and marketing that are designed to increase exposure and attendance of Civil War 150 attractions.
  - Small Project Marketing – Simplified category for small projects and a variety of tourism marketing activities.
  - Leisure Travel Marketing – Various tourism marketing activities.

- Destination Advertising – Media advertising only restricted to ad placement in approved media & markets.

## 2. Marketing to the Media – Leisure Travel Focus

- Public Relations – Marketing to the media through contracted public relations services that encourage positive media coverage with a leisure travel focus.

## 3. Marketing to the Event Planner

- Convention Marketing – Marketing that targets the meeting conference planner to attract new business that does not typically meet in Missouri.
- Amateur Sports Marketing – Meeting that targets the sporting event planner to attract new business that does not typically meet in Missouri.

4. **Tourism Research** – This category provides matching funds for the implementation of approved tourism research projects that identify markets and targets or measure marketing outcomes.

**Figure 4** presents the overall program awards and reimbursements by marketing focus from FY1995 through FY2012.

Figure 4 FY95 - 12 Award History by Marketing Focus				
Marketing Focus	Number of Projects	% of Total Awards	Awards (Millions)	Reimbursements (Millions)
Marketing to the Leisure Traveler	987	89%	\$42.0	\$39.0
Marketing to the Media	14	1%	\$0.4	\$0.4
Marketing to the Event Planner	152	10%	\$4.9	\$4.2
Tourism Research	42	0%	\$0.1	\$0.1
<b>Total</b>	<b>1195</b>	<b>100%</b>	<b>\$47.4</b>	<b>\$43.7</b>

## SECTION II. FY2012 PROGRAM OVERVIEW

### *FY 2012 Analysis:*

MDT approved 50 tourism-marketing projects totaling approximately \$3.1 million. Of that total award, 96% percent was paid out for approved marketing costs. Coupled with the matching local funds, the Cooperative Marketing Program generated more than \$6 million in marketing to promote Missouri as a premier tourism destination.

Ninety-one percent of the Cooperative Marketing Program in FY2012 dollars purchased media advertising which includes destination advertising on television, radio, magazines, newspapers and websites.

The remaining amount was used for a variety of tourism marketing activities including billboard lease; press tours; tradeshow participation; electronic marketing; website development; the design, printing and distribution of collateral materials; research; production; audio visual material development and distribution; and booth purchases.

**Figure 5** illustrates FY2012 awards by marketing activity.

<b>Figure 5</b>		
<b>FY12 Marketing Awards by Marketing Activity</b>	<b>Award Totals (Millions)</b>	<b>% of Total Awards</b>
Media Advertising	\$5.7	91%
Collateral Material Development Printing	\$0.1	1%
Billboards, PR, Audio Visual Materials, Websites, Direct Marketing Advertising, & Other Marketing	\$0.4	7%
Production & Other Non-Marketing Activities	\$0.1	1%
<b>Total</b>	<b>\$6.3</b>	<b>100%</b>

**Figure 6** details the dollars that were made available and the actual dollars expended for FY2012 advertising and marketing activities presented by marketing focus and category. Approximately 89% of these co-op dollars were devoted to the marketing to the leisure traveler.

<b>Figure 6</b>			
<b>FY12 Summary of Awards/Reimbursements by Marketing Focus</b>			
<b>Marketing Focus/Application Category</b>	<b># Contracts</b>	<b>Awarded</b>	<b>Reimbursed</b>
<b>Marketing to the Leisure Traveler</b>		<b>\$2,712,620</b>	<b>\$2,610,846</b>
Small Project Marketing -S/F	6	\$24,298	\$19,240
Small Project Marketing - W/S	4	\$14,889	\$12,490
Leisure Travel Marketing	10	\$277,092	\$264,307
Destination Advertising	9	\$2,385,211	\$2,303,974
Civil War 150 Promotion	3	\$11,130	\$10,835
MO Jewels Program	0	\$0	\$0
<b>Marketing to the Media</b>		<b>\$103,500</b>	<b>\$89,750</b>
Public Relations	4	\$103,500	\$89,750
<b>Marketing to the Event Planner</b>		<b>\$230,789</b>	<b>\$228,512</b>
Convention Marketing	5	\$179,664	\$178,080
Amateur Sports Marketing	3	\$51,125	\$50,433
<b>Tourism Research</b>		<b>\$15,325</b>	<b>\$13,950</b>
Tourism Research	6	\$15,325	\$13,950
<b>Totals</b>	<b>50</b>	<b>\$3,062,234</b>	<b>\$2,943,058</b>

**Figure 7** illustrates the FY2012 awards and reimbursements as received by DMOs in the five Missouri tourism regions.

<b>Figure 7</b>			
<b>FY12 Awards/Reimbursements by Tourism Region</b>			
<b>Region</b>	<b>Contracts</b>	<b>Awards</b>	<b>Reimbursements</b>
Northwest	13	\$804,997	\$719,532
Northeast	8	\$649,423	\$647,582
Central	18	\$504,670	\$476,812
Southwest	6	\$1,026,250	\$1,024,653
Southeast	5	\$76,894	\$74,479
<b>Totals</b>	<b>50</b>	<b>\$3,062,234</b>	<b>\$2,943,058</b>

### SECTION III. FY2012 ASSESSMENT – COMBINED DATA

#### *Statistical Data:*

Following the completion of each funded project, participants submit summary reports that assess the outcome of the funded marketing activities. The data is analyzed and combined in this section for program-wide measurement. The following pages reflect the statistical data provided by our participants.

#### *Outcomes for Marketing Projects that Target the Leisure Traveler:*

Eighty-nine percent of the dollars awarded for co-op projects targeted the leisure traveler. Included in this group are projects funded in Destination Advertising, Leisure Travel Marketing, Small Project Marketing, Civil War 150 Promotion, and the MO Jewels Program. The summary reports for projects in this group outline the project objectives as well as the DMO's measure of the success of the marketing funded. The participants provide the main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success attributed to the project.

Leisure travel marketing and destination advertising category participants provide measurement research to support the outcomes reported. The level of research required for each project is commensurate with the marketing category and the amount of state funding provided. This research provides not only important data, but also valuable insight to Missouri tourism marketing trends at the local levels.

**Small Project Marketing** - DMOs with level I certification may apply for funding in this category for small leisure travel projects. Funded projects are of a limited scope with the duration of six months or less. Eligible marketing activities include media placement (magazines, newspapers, travel inserts), targeted broadcast media placement (TV, radio, cable and banner), electronic media (travel related i-brochures), brochure distribution, printing and production of collateral materials, printing and production of targeted direct mail pieces, trade show registration, billboard lease, booth acquisition and website development.

**Leisure Travel Marketing** - DMOs with level II certification may apply for matching funds annually to promote leisure travel in this category. Eligible activities are limited to print media advertising placement, targeted broadcast media advertising placement, internet advertising placement, electronic media marketing placement (travel related i-brochures), billboard lease, national or multi-state regional tradeshow registration, printing costs for direct mail pieces (group tour focus), and printing costs for pieces designed to fulfill leisure travel inquiries.

**Destination Advertising** - DMOs with level III certification may apply for matching funds for placement costs for selected advertising targeting the leisure traveler in those markets and media approved by MDT (list provided annually). This includes the placement of selected media advertising including TV, radio, and print ads in magazines and newspapers and selected internet advertising placement. Participants must pay all production costs associated with ads placed in this category. Ads may be placed through the Division of Tourism's general market ad agency, or the participant may place the ads independently.

**Jewels Program** – The Missouri Jewels Program is a two year, entry-level tourism marketing program designed to assist counties that contain promising tourism assets develop sustainable tourism marketing programs.

**Civil War 150 Promotion** – This program matches funds for performance-based marketing projects that are designed to increase exposure and attendance of Missouri Civil War sites, sesquicentennial events and attractions.

**Figure 8** presents the combined data from projects targeting the leisure traveler. The total project costs (state and local match) for FY2012 is more than \$5.3 million. Outcomes from this investment include 1.48 billion impressions, 348,857 inquiries and 570,095 trips generated.

<b>Figure 8</b>			
<b>Combined Summary Data for Projects Targeting the Leisure Traveler:</b>			
<b>Small Project Marketing, Leisure Travel Marketing, Destination Advertising, Jewels Program, and Civil War 150 Promotion</b>			
State Dollars Awarded	\$2,712,620	Trips Generated	570,095
State Dollars Reimbursed	\$2,610,843	TV Ads Placed	26,330
Local Matching Dollars	\$2,753,842	Radio Ads Placed	8,506
Total Project Costs	\$5,364,685	Newspaper Ads Placed	11
Targets In-State Markets	20%	Magazine Ads Placed	281
Targets Out-of-State Markets	80%	Billboards Leased	15
Inquiries Reported	348,857	Brochures Distributed	247,002
Gross Impressions	1,485,650,170	Trade Shows Attended	27
Projects Funded	32	Electronic Marketing Activities	153



### *Outcomes for Marketing Projects that Target the Media:*

**Public Relations** - DMOs with level II or III certification may apply annually for matching funds for costs associated with contracted public relations services for development and distribution of media releases; press tours; media marketplaces; sales missions; media queries; press kit development; and photography and video specific to the public relations activities designed to promote leisure travel.

<b>Figure 9</b>			
<b>Combined Summary Data for Projects Targeting the Media</b>			
State Dollars Awarded	\$103,500	Media Releases Distributed	31
State Dollars Reimbursed	\$89,750	Group Press Tours Hosted	4
Local Matching Dollars	\$93,000	Individual Press Tours Hosted	34
Total Project Cost	\$182,750	Media Market Places Attended	13
Stories Attributable to the Project	454	Videos Distributed	51
Stories Anticipated	196	Press Kits Distributed	318
% Targeting In-State Markets	26	Sales Missions Completed	27
% Targeting Out-of-State Markets	74	Media Queries Initiated	173

**Figure 9** summarizes the public relations category data. Public Relations comprises a small, but important segment, of the Cooperative Marketing Program categories. DMOs that do not have sufficient budget to employ public relations staff can expand their marketing reach through contracted public relations services through this category to generate media coverage.

### *Outcomes for Marketing Projects that Target the Event Planner:*

Just over eight percent of the FY2012 Cooperative Marketing awards supported projects designed to influence those individuals who plan conventions, meetings and sporting events. Eligible activities are print media advertising placement; national or multi-state regional tradeshow registration costs; printing and limited production costs for collateral pieces designed to showcase destination facilities and amenities; purchase or lease of mailing lists; printing; limited production; and distribution of direct mail pieces targeting the event planner.

**Convention Marketing** – DMOs with level II or III certification and a convention marketing designation may apply annually for matching funds for convention and meeting marketing. To qualify for funding in convention marketing, appropriate facilities must exist in the destination. These funds are allocated statewide. Projects may target only those conventions and meetings that do not typically, or on a revolving schedule, meet in Missouri.

**Amateur Sports Marketing** – DMOs with level II or III certification and a sports marketing designation may apply annually for matching funds for amateur sporting event marketing. Appropriate facilities must exist in the destination. Funded projects may target only those sporting events that do not typically, or on a revolving schedule, meet in Missouri.

<b>Figure 10</b>	
<b>Convention Marketing Summary</b>	
State Dollars Awarded	\$179,664
State Dollars Reimbursed	\$178,080
Local Matching Dollars	\$183,176
Total Project Costs	\$361,256
Magazine Ads Placed	73
Trade Shows Attended	26
Conventions Booked	725
Meetings Booked	502
Total Bookings	1,227
Number of Projects Funded	5
Total Room Nights Generated	811,238

<b>Figure 11</b>	
<b>Amateur Sports Marketing Summary</b>	
State Dollars Awarded	\$51,125
State Dollars Reimbursed	\$50,433
Local Matching Dollars	\$50,633
Total Project Costs	\$101,066
Magazine Ads Placed	32
Trade Shows Attended	7
Sporting Events Booked	122
Number of Projects Funded	3
Total Room Nights Generated	30,796

**Figure 10** for FY2012 the combined state and local Cooperative Marketing investment for Convention Marketing Projects was \$361,255, with 811,238 room nights generated by these projects. **Figure 11** – The combined local and state investment for Amateur Sports Marketing was \$101,066. The reported room nights resulting from the project totaled 30,796.

### ***Tourism Research:***

Certified DMOs may apply annually for matching funds for the implementation of approved tourism research projects. Research may focus on identifying markets and targets as well as measuring marketing outcomes. The contract period is July 1 through June 30. The minimum state funding amount for these projects is \$1,000 with a \$5,000 maximum.

<b>Figure 12</b>	
<b>Tourism Research Summary</b>	
Number of Projects Funded	6
State Dollars Awarded	\$15,325
State Dollars Reimbursed	\$13,950
Local Matching Dollars	\$15,325
Total Project Costs	\$29,275

**Figure 12** four DMOs utilized this category to assist with the cost of various research projects that focus on identifying markets and targets or measuring marketing outcomes such as those required in some marketing categories.

**Figure 13 - Statistical Comparison of FY10, FY11 and FY12**

	<b>FY10</b>	<b>FY10/FY11 Comparison</b>	<b>FY11</b>	<b>FY11/FY12 Comparison</b>	<b>FY12</b>
State \$\$ Awarded	\$4,085,540	-\$973,558	\$3,111,982	-\$49,748	\$3,062,234
State \$\$ Reimbursed	\$3,926,966	-\$891,088	\$3,035,878	-\$92,823	\$2,943,055
Unused \$\$	\$158,574	-\$82,470	\$76,104	\$43,075	\$119,179
Local Matching \$\$	\$3,961,294	-\$715,901	\$3,245,393	-\$147,957	\$3,097,436
Total Project Cost	\$7,888,260	-\$1,606,989	\$6,281,271	-\$240,780	\$6,040,491
Exposure	1,802,127,868	-535,378,075	1,266,749,793	218,900,377	1,485,650,170
% of Expenditures to In-State Audiences	20	-1	19	1	20
% Expenditures to Out-of-State-Audiences	80	1	81	-1	80
Contract Completion Rate	96.12%	1.56%	97.68%	-1.57%	96.11%
Number of Projects Funded	47	-3	44	6	50

**Figure 14** summarizes the FY2012 total dollars awarded and reimbursed, along with the county designations for each participating DMO.

<b>DMO Name</b>	<b>County Designations</b>	<b>Awards</b>	<b>Reimbursements</b>
St. Louis CVC	St. Louis City/County	\$475,000.00	\$475,000.00
CVB of Greater Kansas City	Western Jackson/Clay	\$475,000.00	\$469,057.00
Springfield CVB	Greene/Polk/Christian	\$450,000.00	\$449,059.00
Branson/Lakes Area Chamber of Commerce/ CVB	Taney	\$425,000.00	\$425,000.00
Lake of the Ozarks Tri-County Lodging Association	Camden/Miller/Morgan	\$334,748.00	\$324,875.00
Chamber of Commerce of Table Rock Lake/Kimberling City	Stone	\$150,000.00	\$149,343.00
City of St. Charles Tourism Department	St. Charles	\$139,522.00	\$138,378.00
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	Buchanan	\$118,489.00	\$117,005.00
City of Independence - Tourism Department	Eastern Jackson	\$170,650.00	\$106,656.00
City of Columbia CVB	Boone	\$49,994.00	\$47,154.00
City of Lebanon	Laclede	\$47,133.00	\$41,647.00
Jefferson City CVB	Cole	\$38,764.00	\$37,495.00
Cape Girardeau Chamber of Commerce/ CVB	Cape Girardeau	\$28,267.00	\$28,267.00
Washington Area Chamber of Commerce	Franklin	\$24,901.00	\$24,203.00
City of Sikeston d/b/a Sikeston CVB	Scott	\$23,000.00	\$21,575.00
City of Ste. Genevieve Tourism Dept.	Ste. Genevieve	\$18,609.00	\$17,621.00
Sedalia Area Chamber of Commerce	Pettis	\$15,564.00	\$14,630.00
Platte County Visitors Bureau	Platte	\$26,000.00	\$12,250.00
City of Hermann Tourism	Gasconade	\$10,000.00	\$10,000.00
Clinton Tourism Association, Inc.	Henry	\$10,000.00	\$9,225.00
City of West Plains Tourism Development Advisory Council	Howell/Ozark	\$5,000.00	\$5,000.00
Marshall Chamber of Commerce	Saline	\$4,979.00	\$4,979.00
Rolla Area Chamber of Commerce & Visitor Center	Phelps	\$2,018.00	\$2,013.00
Pulaski County Visitors Bureau	Pulaski	\$6,066.00	\$1,788.00
Warrensburg Chamber of Commerce & Visitor Center	Johnson	\$2,400.00	\$0.00
<b>Total Awards and Reimbursements</b>	<b>9</b>	<b>\$3,051,104.00</b>	<b>\$2,932,220.00</b>

**Figure 15** summarizes the FY2012 total dollars awarded and reimbursed for performance-based marketing projects that are designed to increase exposure and attendance of Missouri Civil War 150 events and attractions.

Organization	County	Awards	Reimbursements
City of Carthage/Civil War Museum	Jasper	\$1,250.00	\$1,250.00
City of Lexington Tourism Commission	Lafayette	\$4,880.00	\$4,585.00
St. Joseph Museum	Buchanan	\$5,000.00	\$5,000.00
<b>Total Awards and Reimbursements</b>		<b>\$11,130.00</b>	<b>\$10,835.00</b>

#### **SECTION IV. FY2012 ASSESSMENTS – INDIVIDUAL PROJECTS**

The following pages reflect the outcome information provided by the participants for each individual FY2012 contract grouped by marketing category.

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-01-009-11</b>	<u>DMO</u>	<b>Buchanan Co. Tourism Board d/b/a St. Joseph CVB</b>
<u>Category:</u>	<b>Leisure Travel Marketing</b>	<u>Project:</u>	<b>Leisure Marketing for Buchanan County</b>
<u>Primary Objectives</u>	1. Increase the destinations email database. 2. Extend the destinations marketing message online in a targeted and cost effective manner. 3. Influence the potential travelers in our target markets to visit our website and fulfill the call to action.		

**Budget and Expenditures**

<u>State Dollars Awarded:</u>	\$14,031.55	<u>State Dollars Reimbursed:</u>	\$14,031.54
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$14,031.56
		<u>Total Project Cost:</u>	\$28,063.10

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	0	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	741,807
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	12	<u>Inquiries Reported</u>	46,447
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.60
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	40 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	60 %

**Project Outcomes**

Percentage Completed 100%

DMO Comments 1. From FY11 to FY12 the destination database increased by 2298 email addresses and Facebook fans increased by approximately 4510, 75% of which were a direct result of the new Facebook component of the FY12 Lead Generator. 2. The reach of the DMO's traditional marketing was extended to a new online audience through the Lead Generator, i-brochure and the KC seasonal email programs. 3. According to our website analytics, visitation to our website as a result of this program increased over 45%.

Impact of Co-op Project Continuing with these online marketing programs provided us with thousands of direct leads and email addresses that have enabled us to continue marketing to interested travelers. The Lead Generator provided us approximately 2298 emails. We also dramatically increased our Facebook fan base. The KC online direct programs provided us with 8718 leads and vacationfun.com continues to be a top referrer to our website. Overall, our requests for information have increased 21%. We feel this was very successful in marketing our destination and providing us with ways to continue a conversation with travelers.

Outcome Effect on Future Marketing We will be continuing with these programs in FY13 because these programs have continuously proven to result in some of the largest conversions and ROI of all of our marketing projects.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	19.80%	<u>Visits Generated:</u>	9,190	<u>Total visitor expenditures:</u>	\$6,400,000.00
<u>Inquiries Generated:</u>	46,447	<u>Dollars Spent per Trip:</u>	\$701.00	<u>Return on Investment (ROI):</u>	\$32.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$701.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

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## Cooperative Marketing Fiscal Year 2012 Program Summary

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### Individual Contract Data for Projects Targeting the Leisure Traveler

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#### DMO Information

Contract #: 12-01-041-44      DMO Buchanan Co. Tourism Board d/b/a St. Joseph CVB  
Category: Destination Advertising      Project: Destination Marketing for Buchanan County  
Primary Objectives 1. Advertise in mediums that have historically resulted in our highest ROI and conversion. 2. Utilize print, broadcast and online media to increase the visibility of St. Joseph. 3. To generate visitor related economic impact for the Buchanan County and Northwest Missouri region.

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#### Budget and Expenditures

<u>State Dollars Awarded:</u>	\$99,989.50	<u>State Dollars Reimbursed:</u>	\$98,506.72
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$98,506.75
		<u>Total Project Cost:</u>	\$197,013.47

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#### Marketing Activity Information

<u>Magazine Ads Placed</u> 36	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 18,610,894
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 12	<u>Inquiries Reported</u> 46,447
<u>Travel Insert Ads Placed</u> 3	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$4.24
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 20 %
<u>Radio Ads Placed</u> 100	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 80 %

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#### Project Outcomes

Percentage Completed 99%

DMO Comments 1. Yes, this program allowed us to continue advertising in publications with greater ROI and conversion. 2. Yes, this program enabled us to advertise in multi-platform mediums, print, broadcast and online. 3. Yes, according to the FY12 Conversion Study, this program helped us to increase economic impact to Buchanan County by 1.6 million over FY11.

Impact of Co-op Project The Cooperative Marketing Program allowed us additional funding to advertise in outlets not regularly affordable to our DMO and those advertising purchases resulted in more inquiries than could have been generated alone, especially in the continued struggling economy that we saw in FY11.

Outcome Effect on Future Marketing We will review these results and continue with the programs that have proven the largest conversion and return on investment.

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#### Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 9.80%	<u>Visits Generated:</u> 9,190	<u>Total visitor expenditures:</u> \$6,400,000.00
<u>Inquiries Generated:</u> 46,447	<u>Dollars Spent per Trip:</u> \$701.00	<u>Return on Investment (ROI):</u> \$32.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$701.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-04-037-44</b>	<u>DMO</u>	<b>City of Independence - Tourism Department</b>
<u>Category:</u>	<b>Destination Advertising</b>	<u>Project:</u>	<b>Independence Destination Marketing</b>
<u>Primary Objectives</u>	1. Increase visitor inquiries by 5% by targeting general consumers and niche markets 2. Increase the number of overnights by 5% 3. Increase the overnight expenditures by 5%		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$79,498.51
<u>State Dollars Awarded:</u>	\$143,492.50	<u>Local Matching Dollars:</u>	\$87,529.50
<u>Revised Award:</u>	\$87,529.50	<u>Total Project Cost:</u>	\$167,028.01

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	25	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	7,836,580
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	17	<u>Inquiries Reported</u>	34,324
<u>Travel Insert Ads Placed</u>	2	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$4.87
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	12 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	88 %

**Project Outcomes**

<u>Percentage Completed</u>	55%
<u>DMO Comments</u>	1. Visitor inquiries through our website increased by 5%. 2. Number of overnights decreased by 1%. 3. Overnight expenditures increased by 11%
<u>Impact of Co-op Project</u>	Having the ability to reach so many markets through a multimedia campaign is invaluable. Although we did decrease the number of media outlets this year we still saw a significant increase in website inquiries and new visits. Having the ability to try different media outlets and publications makes the Cooperative Marketing Program a huge asset for us. Without the program we wouldn't have been able to increase our guest tax revenue by 11% or reach our goal of increasing the number of new visitor inquiries on our website by 5%. The funding allows a much broader reach in turn allows us to reach more prospective visitors.
<u>Outcome Effect on Future Marketing</u>	We are conducting a PRISM study analysis that will allow us to target our visitor. These results will guide our marketing decisions for 2014.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	3.00%	<u>Visits Generated:</u>	980	<u>Total visitor expenditures:</u>	\$381,000.00
<u>Inquiries Generated:</u>	34,324	<u>Dollars Spent per Trip:</u>	\$389.00	<u>Return on Investment (ROI):</u>	\$2.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$389.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-04-038-44</b>	<u>DMO</u>	<b>CVB of Greater Kansas City</b>
<u>Category:</u>	<b>Destination Advertising</b>	<u>Project:</u>	<b>FY12 KC Destination Advertising</b>
<u>Primary Objectives</u>	1. Increase leisure travel to Kansas City in 2011-2012 through cost-effective, research-based marketing. 2. Drive incremental visitation, hotel room nights & economic impact from 8 feeder markets.		

**Budget and Expenditures**

<u>State Dollars Awarded:</u>	\$425,000.00	<u>State Dollars Reimbursed:</u>	\$419,126.83
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$420,681.21
		<u>Total Project Cost:</u>	\$839,808.04

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	1	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	155,048,710
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	24	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	8,975	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	24 %
<u>Radio Ads Placed</u>	4,450	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	76 %

**Project Outcomes**

<u>Percentage Completed</u>	99%
<u>DMO Comments</u>	1. Travel continues to increase with an 8.8% incremental increase for 2012. 2. Results continue to be strong with significant economic impact of \$89M.
<u>Impact of Co-op Project</u>	The Cooperative Marketing Program provides a strong vehicle for reaching top markets with broadcast media thus more households are reached and additional awareness and education about what KC has to offer as a destination are seen by more prospective travelers.
<u>Outcome Effect on Future Marketing</u>	The past 2 years have produced excellent ROI (\$83 in 2011 and \$75 in 2012) thus marketing will remain similar as results have been positive.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$608.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	58.70%	<u>Incremental Trips:</u>	146,900	<u>Dollars Spent per Trip:</u>	\$608.00
<u>#Aware Households:</u>	1,700,000	<u>Incremental Room Nights:</u>	233,000	<u>Economic Impact:</u>	\$89,000,000
<u>Increment Travel:</u>	8.80%			<u>Advertising \$\$ Spent:</u>	\$1,190,000



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-05-002-11</b>	<u>DMO</u>	<b>Sedalia Area Chamber of Commerce</b>
<u>Category:</u>	<b>Leisure Travel Marketing</b>	<u>Project:</u>	<b>2012 Leisure Marketing</b>
<u>Primary Objectives</u>	1. Increase the number of leisure traveler revenue by 2% as measured by local hotel occupancy rates and sales tax revenue. 2. Generate positive publicity to shape Sedalia's image as a visitor destination by generating \$25,000 in advertising equivalency for editorial placement. 3. Increase awareness of Sedalia within the group travel industry as demonstrated by the number of group travel leads received and groups assisted.		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$14,629.64
<u>State Dollars Awarded:</u>	\$15,564.50	<u>Local Matching Dollars:</u>	\$14,629.64
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$29,259.28

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	6	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	3,342,346
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	1	<u>Inquiries Reported</u>	14,893
<u>Travel Insert Ads Placed</u>	2	<u>Brochures Distributed</u>	30,000	<u>Cost Per Inquiry</u>	\$1.96
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	2	<u>Instate Marketing</u>	20 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	80 %

**Project Outcomes**

Percentage Completed      94%

DMO Comments      1. Was met partially in FY11-12. Still struggling with tough economic times, but showing an increase between 1/2% to 1% in hotel occupancy tax returns, and sales tax up over 1% in FY2012 from FY2011. 2. Was met with over \$25,000 in advertising equivalency for editorial placement. Two of which were stories by Ted Landphair, Washington DC 'Voice of America', who wrote on Queen City of the Prairies, and the Ragtime Festival, some other print media picked up the BMW MOA International Rally. 3. Was met. Success breeds success, more groups contacting the CVB after the National groups' rallies held on the fairgrounds July & September 2012, which does not reflect in the numbers above. We landed the National IH Worldwide Collectors Rally for 2015 (20,000 attendees), among smaller regional/national rallies next year.

Impact of Co-op Project      It allowed us to expand our advertising dollars to become more visible as a destination. Each of the selected marketing venues helped increase awareness of Sedalia through the printed material from the visitors guides, magazine ads, and travel inserts to the technology-enhanced I-brochure.

Outcome Effect on Future Marketing

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	14,893	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

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## Cooperative Marketing Fiscal Year 2012 Program Summary

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### Individual Contract Data for Projects Targeting the Leisure Traveler

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#### DMO Information

Contract #: 12-05-033-55      DMO Clinton Tourism Association, Inc.  
Category: Small Project Marketing-S/F      Project: Clinton - Great People, By Nature  
Primary Objectives 1. Drive the majority of tourism-related inquiries to the CVB website 2. Increase awareness of the participation in outdoor recreation and cultural tourism awareness 3. Work collaboratively with other community organizations to make Clinton more visitor-friendly

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#### Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$4,224.75
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$4,244.76
		<u>Total Project Cost:</u>	\$8,469.51

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#### Marketing Activity Information

<u>Magazine Ads Placed</u> 7	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 1,590,973
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 1,835
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 12,500	<u>Cost Per Inquiry</u> \$4.60
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 53 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 47 %

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#### Project Outcomes

Percentage Completed 84%

DMO Comments 1. We have increased traffic on the CVB website so we believe that we are accomplishing increased traffic to the website. 2. Our lodging tax collections are up two out of three months of the quarter which indicates that travelers are choosing Clinton's opportunities and experiences. 3. Clinton Tourism Association works with Clinton Main Street and Clinton Chamber of Commerce to extend a friendly face to our visitors. Cooperative Marketing funding allows us to leverage our lodging tax monies.

Impact of Co-op Project The Cooperative Marketing funding allows us to leverage our lodging tax monies, doubling the number of brochures we distribute and advertisements we place. We are better able to reach our target market.

Outcome Effect on Future Marketing We are going to narrow our focus a bit with the magazine ads, concentrating on where we have had the best response. We want to expand our efforts in the tradeshow areas and plan to have a booth at the St. Louis Boat Show in February 2013, as well as two Kansas City Boat Shows.

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#### Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 1,835	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

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## Cooperative Marketing Fiscal Year 2012 Program Summary

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### Individual Contract Data for Projects Targeting the Leisure Traveler

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#### DMO Information

Contract #: 12-05-053-56      DMO Clinton Tourism Association, Inc.  
Category: Small Project Marketing-W/S      Project: Clinton: Great People, By Nature  
Primary Objectives 1. Drive the majority of tourism related inquiries to the CVB website 2. Increase the awareness of and participation in our outdoor recreation and cultural tourism opportunities 3. Work collaboratively with other community organizations to make Clinton more visitor friendly

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#### Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$5,410.88
		<u>Total Project Cost:</u>	\$10,410.88

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#### Marketing Activity Information

<u>Magazine Ads Placed</u> 9	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 2,209,112
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 3,283
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 12,500	<u>Cost Per Inquiry</u> \$3.17
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 50 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 50 %

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#### Project Outcomes

Percentage Completed 100%

DMO Comments 1. All magazine ads and brochures promote our website heavily. 2. Lodging tax collections are up the last two months of the year and in the last quarter by 4%. 3. Clinton Main Street, Clinton Chamber and Clinton Tourism work closely to expand the role of cultural tourism in Clinton. We are currently working on a new event for 2013 that will include promotion of downtown Truman Lake and Katy Trail.

Impact of Co-op Project The Cooperative Marketing funding allows us to leverage our lodging tax dollars and increase the number of ads and brochures we are able to produce. This is helpful in reaching our potential travelers.

Outcome Effect on Future Marketing We are going to narrow our focus on magazines by concentrating on Missouri travelers that want to stay within the state. At this time, we are planning on expanding our efforts in the tradeshow area and plan to have a booth at the St. Louis Boat Show in Overland Park, KS and Kansas City, MO sports show in the 3rd qtr.

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#### Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 3,283	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #: 12-05-054-56                      DMO      Warrensburg Chamber of Commerce & Visitor Center  
 Category: Small Project Marketing-W/S      Project: FY12 Winter/Spring Ad Campaign  
Primary  
Objectives

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$0.00
<u>State Dollars Awarded:</u>	\$2,400.00	<u>Local Matching Dollars:</u>	\$0.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$0.00

**Marketing Activity Information**

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 0
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 0 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 0 %

**Project Outcomes**

Percentage Completed 0%  
DMO Comments  
Impact of Co-op Project  
Outcome Effect on  
Future Marketing

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:    **12-06-014-11**                      DMO        **Lake of the Ozarks Tri-County Lodging Association**

Category:    **Leisure Travel Marketing**        Project:    **Lake of the Ozarks LTM Campaign FY12**

Primary Objectives    1. To attract more golfers to the Lake of the Ozarks from MO and targeted out-of-state markets.  
    2. To position the Lake of the Ozarks as a golf destination.  
    3. To increase awareness of the Lake of the Ozarks Golf Trail brand.

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$47,106.44
<u>State Dollars Awarded:</u>	\$47,551.50	<u>Local Matching Dollars:</u>	\$47,106.44
<u>Revised Award:</u>	\$47,551.50	<u>Total Project Cost:</u>	\$94,212.88

**Marketing Activity Information**

<u>Magazine Ads Placed</u> 20	<u>Billboards Leased</u> 6	<u>Gross Impressions</u> 195,523,041
<u>Newspaper Ads Placed</u> 2	<u>Electronic Marketing</u> 1	<u>Inquiries Reported</u> 57,016
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 30,000	<u>Cost Per Inquiry</u> \$1.65
<u>TV Ads Placed</u> 8,624	<u>Tradeshows Attended</u> 14	<u>Instate Marketing</u> 55 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 45 %

**Project Outcomes**

Percentage Completed    99%

DMO Comments    1. Objective was met. Marketing messages focused on overnight stays through overnight golf packages. 2. Objective was met. New graphics and marketing message featured Lake of the Ozarks Golf Trail. 3. Objective was met. Advertised in Jefferson City, Columbia, Kansas City, St. Louis and Des Moines.

Impact of Co-op Project    Created an effective branding campaign for Lake of the Ozarks Golf Trail. Aired a professional 30-second television commercial to key Missouri markets. Implemented an integrated marketing campaign with co-op funding. Leased six billboards that promoted our Golf Trail brand to Missourians and out-of-state travelers.

Outcome Effect on Future Marketing    We will develop a digital media plan with an increase in online media investments. Because travelers use digital resources to plan their leisure travel, our website must meet the expectations of our customers. We will continue to send monthly e-blasts to our electronic data base of golfing customers and engage them on a regular basis on Facebook. We will promote "value" received from Golf Trail Getaway Packages and strengthen our golf brand through search engine marketing and online banner advertising. Golf shows and golf publications are both effective vehicles for reaching our golf customers.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u> 7.00%	<u>Visits Generated:</u> 4,000	<u>Total visitor expenditures:</u> \$7,500,000.00
<u>Inquiries Generated:</u> 57,016	<u>Dollars Spent per Trip:</u> \$1,078.00	<u>Return on Investment (ROI):</u> \$15.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$1,078.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-06-020-11</b>	<u>DMO</u>	<b>Jefferson City CVB</b>
<u>Category:</u>	<b>Leisure Travel Marketing</b>	<u>Project:</u>	<b>Capital City Leisure FY12</b>
<u>Primary Objectives</u>	1. Maintain Lodging Tax revenues 2. Increase occupancy 3. Increase number of unique visitors to the website		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$24,994.50
<u>State Dollars Awarded:</u>	\$26,264.00	<u>Local Matching Dollars:</u>	\$26,264.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$51,258.50

**Marketing Activity Information**

<u>Magazine Ads Placed</u> 6	<u>Billboards Leased</u> 2	<u>Gross Impressions</u> 3,151,843
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 1	<u>Inquiries Reported</u> 27,562
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 10,000	<u>Cost Per Inquiry</u> \$2.22
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 6	<u>Instate Marketing</u> 15 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 85 %

**Project Outcomes**

<u>Percentage Completed</u>	95%
<u>DMO Comments</u>	1. Was not met. Lodging tax revenues were down slightly over last year. 2. Was not met. Occupancy was also slightly lower. 3. Unique visitors to the website increased substantially.
<u>Impact of Co-op Project</u>	The Cooperative Marketing project gave us the ability to advertise in more places than what is available in our budget and attend bigger tradeshows.
<u>Outcome Effect on Future Marketing</u>	The results helps us determine what media outlets are working and which ones are not as good. It helps us determine where the marketing trends are going and how to improve our future plan.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u> 6.30%	<u>Visits Generated:</u> 1,736	<u>Total visitor expenditures:</u> \$1,567,608.00
<u>Inquiries Generated:</u> 27,562	<u>Dollars Spent per Trip:</u> \$361.00	<u>Return on Investment (ROI):</u> \$59.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$361.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:    **12-06-025-11**                      DMO        **City of Lebanon**

Category:    **Leisure Travel Marketing**        Project:    **Lebanon: Laclede County LTM Campaign**

Primary Objectives

1. To succeed in making Lebanon/Laclede County a visitor destination
2. To attract new visitors to the area with strategic and creative message
3. To increase visitors' overnight stays and travel expenditures

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$26,646.94
<u>State Dollars Awarded:</u>	\$31,133.70	<u>Local Matching Dollars:</u>	\$26,644.76
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$53,291.70

**Marketing Activity Information**

<u>Magazine Ads Placed</u> 17	<u>Billboards Leased</u> 2	<u>Gross Impressions</u> 28,186,798
<u>Newspaper Ads Placed</u> 1	<u>Electronic Marketing</u> 13	<u>Inquiries Reported</u> 5,968
<u>Travel Insert Ads Placed</u> 1	<u>Brochures Distributed</u> 32,000	<u>Cost Per Inquiry</u> \$8.93
<u>TV Ads Placed</u> 2,860	<u>Tradeshows Attended</u> 3	<u>Instate Marketing</u> 45 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 55 %

**Project Outcomes**

Percentage Completed    86%

DMO Comments    1. Conversion rate was at the industry average and up from previous study. We do believe the message is working especially with the e-brochure and online information. 2. Leads increased 22% from FY11 showing the advertising strategy is creating interest.  
Objective 3: Overnight stays in the hotels which pay lodging tax did not increase; they went down .08%.

Impact of Co-op Project    The advertising methods funded by the grant created a significant increase in interest in our destination.

Outcome Effect on Future Marketing    We believe our strategy is on target. We will continue to advertise through these means and increase eblasts and follow up from leads to pursue increasing our overnight numbers.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u> 34.90%	<u>Visits Generated:</u> 2,325	<u>Total visitor expenditures:</u> \$550,545.00
<u>Inquiries Generated:</u> 5,968	<u>Dollars Spent per Trip:</u> \$237.00	<u>Return on Investment (ROI):</u> \$10.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$237.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

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## Cooperative Marketing Fiscal Year 2012 Program Summary

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### Individual Contract Data for Projects Targeting the Leisure Traveler

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#### DMO Information

Contract #: 12-06-028-11      DMO City of Columbia CVB  
Category: Leisure Travel Marketing      Project: Columbia LTM Co-op Campaign FY12  
Primary Objectives  
1. To position Columbia as a exciting destination, not just an I-70 drive through  
2. To change the perception of Columbia from just a college town to a vibrant, diverse vacation getaway that appeals to ages 25+  
3. To increase overnight stays and tourism spending

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#### Budget and Expenditures

<u>State Dollars Awarded:</u>	\$47,768.77	<u>State Dollars Reimbursed:</u>	\$45,228.59
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$45,228.62
		<u>Total Project Cost:</u>	\$90,457.21

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#### Marketing Activity Information

<u>Magazine Ads Placed</u> 6	<u>Billboards Leased</u> 2	<u>Gross Impressions</u> 32,915,276
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 43	<u>Inquiries Reported</u> 10,670
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$8.48
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 1	<u>Instate Marketing</u> 74 %
<u>Radio Ads Placed</u> 13	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 26 %

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#### Project Outcomes

Percentage Completed 95%

DMO Comments 1. Met, 61.1% of respondents to our advertising conversion study indicated they were influenced to visit Columbia after seeing advertisements and receiving information, a 11.6% increase over FY2011. 2. Columbia CVB consistently promoted aspects of Columbia other than college town attributes by focusing on arts, shopping, festivals, entertainment and outdoor recreation. 3. 15% increase in overnight stays and an increase in spending per visit from \$100.00 or less in 2011 to \$251-\$500 in 2012. The hotel tax in FY12 increased \$69,486.00 over the hotel tax in FY11.

Impact of Co-op Project Per our advertising conversion study, 83% of respondents were in Columbia for a leisure visit, which verifies that we are pursuing the correct path in allocating the majority of our advertising dollars to the leisure market. Additionally, with the cooperative marketing funds, we were able to extend our reach to Kansas City and St. Louis markets in the form of targeted e-blasts and newsletters as well as reaching a substantial audience through Mizzou Magazine's e-blast. We were able to add these components while retaining our original advertising mix due to additional funding made available through cooperative marketing.

Outcome Effect on Future Marketing We feel that the results of our conversion study are very positive and indicate that we are moving in the right direction in terms of our message and media placements. We will continue to focus on the leisure market segment while also striving to increase our convention and sports market.

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#### Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 33.80%	<u>Visits Generated:</u> 3,606	<u>Total visitor expenditures:</u> \$1,740,314.30
<u>Inquiries Generated:</u> 10,670	<u>Dollars Spent per Trip:</u> \$482.55	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$482.55
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-06-031-55</b>	<u>DMO</u>	<b>Pulaski County Visitors Bureau</b>
<u>Category:</u>	<b>Small Project Marketing-S/F</b>	<u>Project:</u>	<b>2011 Fall Leisure Campaign</b>
<u>Primary Objectives</u>	1. Reach leisure travelers in IL, IN, OK, OH and KS 2. Promotion of fall activities 3. Continue building leads in which to follow up with guide and a second PC mailing 6 months out		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$512.64
<u>State Dollars Awarded:</u>	\$4,791.00	<u>Local Matching Dollars:</u>	\$512.64
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$1,025.28

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	0	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	7,311
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	1	<u>Inquiries Reported</u>	7,311
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.07
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	8 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	92 %

**Project Outcomes**

<u>Percentage Completed</u>	11%
<u>DMO Comments</u>	1. We reached over 1,128 in MO, 1,478 in IL, 359 in OK and 377 in KS. 2. Promotion of fall activities and driving tours. 3. Built 14,678 leads.
<u>Impact of Co-op Project</u>	Partnering with the Cooperative Marketing Program on projects enables the tourism bureau to obtain additional advertising opportunities and allows MDT to receive exposure through our marketing efforts.
<u>Outcome Effect on Future Marketing</u>	The bureau will continue with the i-brochure campaign, it is one of the few programs we are able to obtain email addresses and leads. We will continue to use the leads produced by following up with additional marketing materials in the spring of 2012. We will review conversion results in the January and June conversion study for the I brochure.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	29.10%	<u>Visits Generated:</u>	2,172	<u>Total visitor expenditures:</u>	\$751,512.00
<u>Inquiries Generated:</u>	7,311	<u>Dollars Spent per Trip:</u>	\$346.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$346.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-06-032-55</b>	<u>DMO</u>	<b>Marshall Chamber of Commerce</b>
<u>Category:</u>	<b>Small Project Marketing-S/F</b>	<u>Project:</u>	<b>Missouri Life Campaign</b>
<u>Primary Objectives</u>	1. Create and distribute tourism related marketing materials that promote Saline County tourism 2. Support tourism Partners by promoting countywide tourism activities throughout the year 3. Position Saline County as offering multiple tourism related activities throughout the year		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$2,489.50
<u>State Dollars Awarded:</u>	\$2,489.50	<u>Local Matching Dollars:</u>	\$2,489.50
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$4,979.00

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	2	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	41,172
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	73 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	27 %

**Project Outcomes**

Percentage Completed 100%

DMO Comments 1. Met, 86% of Missouri Life subscribers are in Missouri or bordering states and targets visitors that would have some knowledge and interest in Saline County, which was consistent with our target/niche marketing plan. 2. Missouri Life ad included an events calendar providing contract information and brief description of multiple events during time frames specific to individual magazine issue dates. 3. Met, each specific issue included upcoming events and activities and promoted multiple events throughout the year.

Impact of Co-op Project The Cooperative Marketing project benefitted 17 different events, activities and facilities that promote tourism. Without this type of marketing project, each individual tourism partner would not have been able to promote their event or activity to a multi-state audience.

Outcome Effect on Future Marketing This project created the awareness that a standardized "Visit Attendance Information" card was needed or each separate event. Because there are multiple events and activities throughout the year, the information card needs to be consistent, yet specific to individual events. A visitor information card was developed and will be used by tourism partners to gather visitor information.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-06-036-55</b>	<u>DMO</u>	<b>City of Hermann Tourism</b>
<u>Category:</u>	<b>Small Project Marketing-S/F</b>	<u>Project:</u>	<b>Vintage Charm, Timeless Beauty 2011</b>
<u>Primary Objectives</u>	1. Increase number of visitors coming to Hermann 2. Present Hermann as a place with "Good Value" 3. Increase length of stay		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>State Dollars Awarded:</u>	\$5,000.00	<u>Local Matching Dollars:</u>	\$5,353.37
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$10,353.37

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	6	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	2,164,458
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	3,625
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$2.86
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	18 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	82 %

**Project Outcomes**

<u>Percentage Completed</u>	100%
<u>DMO Comments</u>	1. Lodging tax collections during third and fourth quarters were record setters. 2. Overnight stays were up, surveys showed midweek traffic up. 3. There is some evidence that visitors stayed longer and stated plans to return for overnight stays.
<u>Impact of Co-op Project</u>	The Cooperative Marketing Program funds allowed us to continue advertising to motivated travelers in AAA publications and continue advertising efforts in Midwest Living magazine. We have seen an increase in overnight stays, more day trippers and are seeing an increase perception that Hermann is a quality place to visit. We are attracting both first time and repeat visitors.
<u>Outcome Effect on Future Marketing</u>	AAA ads do not generate a great deal of leads but they do keep us in front of likely travelers. May be a reason for increased lodging sales. We will continue to use Midwest Living at least twice a year. We may look at some new publications that could generate leads and visitors.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	3,625	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-06-039-44</b>	<u>DMO</u>	<b>Lake of the Ozarks Tri-County Lodging Association</b>
<u>Category:</u>	<b>Destination Advertising</b>	<u>Project:</u>	<b>Lake of the Ozarks Extend the Season Advertising Campaign</b>
<u>Primary Objectives</u>	1. To extend our travel season 2. To extend the length of the customer's visit 3. To increase awareness of the Lake through a professional Public Relations effort		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$218,136.23
<u>State Dollars Awarded:</u>	\$227,201.50	<u>Local Matching Dollars:</u>	\$218,136.53
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$436,272.76

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	41	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	64,096,441
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	12	<u>Inquiries Reported</u>	57,016
<u>Travel Insert Ads Placed</u>	6	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$7.65
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	25 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	75 %

**Project Outcomes**

Percentage Completed      96%

DMO Comments      1. Met, the attached lodging tax collections report and extend our season spreadsheet comparison, reflects a \$6,596 increase in lodging taxes collected, representing and additional \$281,867 in lodging revenues for the off season months of September through June, as well as the reported sales tax revenues showing positive gains in all four quarters. 2. Met, according to the recent Conversion Study with ROI, the average length of stay for our visitors increased from 4 nights to 4.52 nights, representing a 13% increase in the length of the customer's visit. 3. Met, we increased awareness of the Lake by making 308 travel media contacts, met the 15 to 1 return on investment with a \$1.5 million ad equivalency with no multiplier, wrote and distributed 21 media releases to 1,000 media outlets, made appointments with 152 journalists at 9 different media marketplaces and hosted 35 travel journalists on press fam trips to the Lake of the Ozarks.

Impact of Co-op Project      While lodging tax revenues for FY12 were slightly down by 2%, sales tax revenues reported by the Missouri Department of Revenue finished ahead of FY11 by 5.64%, which showed positive gains in all four quarters. The doubling of the DMO's advertising funds through the Coop Program allowed the DMO to maintain it's fair market share given a soft economic climate. The DMO also explored new advertising mediums this fiscal year. The coop marketing funds allowed the DMO to achieve the greatest potential tax revenues for Missouri and for the three counties represented by the DMO. The DMO will be applying the recent Conversion Study research towards the DMO's advertising and marketing plans for FY14.

Outcome Effect on Future Marketing

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	7.00%	<u>Visits Generated:</u>	3,974	<u>Total visitor expenditures:</u>	\$7,469,067.00
<u>Inquiries Generated:</u>	57,016	<u>Dollars Spent per Trip:</u>	\$1,078.00	<u>Return on Investment (ROI):</u>	\$15.34
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$1,078.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:    **12-06-052-56**                      DMO        **Marshall Chamber of Commerce**

Category:    **Small Project Marketing-W/S**    Project:    **Missouri Life Campaign**

Primary Objectives    1. Increase awareness of tourism related activities in Saline County to target audiences within Missouri 2. Support tourism partners by promoting county wide tourism activities throughout the year 3. Position Saline County as offering multiple tourism related activities throughout the year

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$2,489.50
<u>State Dollars Awarded:</u>	\$2,489.50	<u>Local Matching Dollars:</u>	\$2,489.50
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$4,979.00

**Marketing Activity Information**

<u>Magazine Ads Placed</u> 2	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 41,172
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 18
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$276.61
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 73 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 27 %

**Project Outcomes**

Percentage Completed    100%

DMO Comments    1. Eighty-six percent of Missouri Life subscribers are in Missouri or bordering state and targets visitors that would have some knowledge and interest in Saline County which is consistent with our target/niche marketing plan. 2. Missouri Life ads includes contact information and a brief description of multiple events during time frames specific to individual magazine issue dates which met our objective. 3. Each issue includes multiple upcoming events and activities which met our objective of promoting multiple events throughout the year.

Impact of Co-op Project    This project promoted nine different events, activities and facilities that encourage tourism. Without the cooperative marketing program support, the chamber would not have been able to promote this many events and activities to a multi-state audience.

Outcome Effect on Future Marketing    The visitor information card that was developed needs to be used by all participants in the project. Standard information card could be furnished if the event organizer does not develop their own specific card. Some form of visitor information gathering process needs to be used consistently throughout the year.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 18	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

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## Cooperative Marketing Fiscal Year 2012 Program Summary

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### Individual Contract Data for Projects Targeting the Leisure Traveler

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#### DMO Information

Contract #: 12-06-055-56      DMO City of Hermann Tourism  
Category: Small Project Marketing-W/S      Project: Vintage Charm, Timeless Beauty 2012  
Primary Objectives 1. Increase number of visitors and retain past visitors 2. Increase length of stay 3. Promote Hermann as a place for getaways

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#### Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$5,942.00
		<u>Total Project Cost:</u>	\$10,942.00

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#### Marketing Activity Information

<u>Magazine Ads Placed</u> 1	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 2,125,000
<u>Newspaper Ads Placed</u> 1	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 1,638
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$6.68
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 15 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 85 %

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#### Project Outcomes

Percentage Completed 100%

DMO Comments 1. First quarter lodging tax was highest ever, second quarter looks strong anecdotally. 2. Lodging sales increasing, reports of trend of two to three night stays. 3. A lot of interest being shown in group activities in Hermann, group business being booked.

Impact of Co-op Project The Cooperative Marketing Program allowed us to advertise in more expensive products like Midwest Living and the Madden Spring/Summer insert. It will also provide us good leads to work with and then follow up with a conversion study planned for early fall. This will determine whether advertising in publications for reader service potential is worthwhile.

Outcome Effect on Future Marketing We are compiling eighteen to twenty four months of quality leads to use for conversion study this fall, which will provide us solid data for future marketing. We will start looking at new publications that could open us to new markets. These results, along with a conversion study, will help us decide whether the Madden inserts, AAA publications and other reader service projects are worth while.

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#### Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 1,638	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:    **12-07-030-11**                      DMO            **Washington Area Chamber of Commerce**  
Category:    **Leisure Travel Marketing**        Project:    **Washington/Franklin Advertising**  
Primary        1. Overnight stays increased by 2%  
Objectives    2. Group Tour travelers increased by 2%  
                      3. Request of information increased by 2%

**Budget and Expenditures**

<u>State Dollars Awarded:</u>	\$24,901.17	<u>State Dollars Reimbursed:</u>	\$24,203.05
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$24,304.07
		<u>Total Project Cost:</u>	\$48,507.12

**Marketing Activity Information**

<u>Magazine Ads Placed</u> 11	<u>Billboards Leased</u> 1	<u>Gross Impressions</u> 25,291,871
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 1	<u>Inquiries Reported</u> 19,095
<u>Travel Insert Ads Placed</u> 5	<u>Brochures Distributed</u> 45,000	<u>Cost Per Inquiry</u> \$2.54
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 1	<u>Instate Marketing</u> 42 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 58 %

**Project Outcomes**

Percentage Completed    97%

DMO Comments        1. Met. Overnight stays did increase by more than 2%, indicated by survey and tax revenue. 2. Met. Group tours coming to Washington increased from 12 to 15. 3. Met. See accompanying CPI comparison.

Impact of Co-op Project    Franklin County, and I particular, Washington, Missouri is becoming more recognizable as a travel destination. Perfect for day-trips, however, the attractions, wineries, restaurants, history, and shopping give visitors more than what can be seen and done in one day. Old Dutch Hotel and tavern has now seen one year of business and is thriving as our tax chart can attest. As tourism grows, as does, business and jobs related to tourism, which leads to increased Economic Development.

Outcome Effect on        Washington Area Chamber of Commerce will continue to follow our current direction and  
Future Marketing        implement more website advertising to replace what had been done through billboards in the past. The web advertising is also very trackable so we will be able to better determine ROI.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 19,095	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-07-043-44</b>	<u>DMO</u>	<b>St. Louis CVC</b>
<u>Category:</u>	<b>Destination Advertising</b>	<u>Project:</u>	<b>FY2012 Destination Advertising</b>
<u>Primary Objectives</u>	1. Promote St. Louis as a top leisure travel destination with many high quality attractions. 2. Use campaign to drive potential visitors to CVC web site for more information on St. Louis. 3. Change outdated perceptions and/or create favorable impressions of the destination.		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$425,000.00
<u>State Dollars Awarded:</u>	\$425,000.00	<u>Local Matching Dollars:</u>	\$425,000.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$850,000.00

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	1	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	23,843,290
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	1	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	3,548	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	15 %
<u>Radio Ads Placed</u>	3,808	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	85 %

**Project Outcomes**

<u>Percentage Completed</u>	100%
<u>DMO Comments</u>	1. The campaign received excellent ratings for indicating a variety of attractions and things to do for families and couples. 2. Those in spot markets who were exposed to the CVC's campaign were reportedly almost twice as likely to gather more information on St. Louis, primarily by visit explorestlouis.com. 3. According to the SMARI Ad Effectiveness Study, the CVC's ad campaign positively impacted the image of St. Louis in the spot markets.
<u>Impact of Co-op Project</u>	Contributed to the success of the CVC's FY12 Leisure Advertising Campaign which was able to generate nearly \$99 million in economic impact versus \$75 million during FY11. Allowed the CVC to launch a new African American campaign in Memphis, which received the highest level of awareness of all spot markets and contributed more than 23,000 incremental trips. Contributed to the addition of Nashville and Louisville to the CVC's market list, which significantly improved economic impact results overall. Supported the CVC's successful outdoor campaign in Chicago, which significantly impacted awareness, interest and travel to St. Louis. Enable the CVC to conduct media flights during three seasons that reached 14 total markets for nearly year round exposure. Made it possible for the CVC to utilize multiple media, this media overlap contributed to stronger overall campaign results.
<u>Outcome Effect on Future Marketing</u>	The results of SMARI's evaluation will impact the CVC's future target market selection and creative direction.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$781.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	48.00%	<u>Incremental Trips:</u>	125,000	<u>Dollars Spent per Trip:</u>	\$781.00
<u>#Aware Households:</u>	2,811,415	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$98,947,164
<u>Increment Travel:</u>	4.50%			<u>Advertising \$\$ Spent:</u>	\$946,443



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-07-051-44</b>	<u>DMO</u>	<b>City of St. Charles Tourism Department</b>
<u>Category:</u>	<b>Destination Advertising</b>	<u>Project:</u>	<b>FY12 Destination Advertising</b>
<u>Primary Objectives</u>	1. Increase web site visitors by 25% 2. Increase leisure travel overnight stays by 3.5% 3. Participate in Missouri Division of Tourism travel publications and Cooperative Marketing Program		

**Budget and Expenditures**

<u>State Dollars Awarded:</u>	\$89,527.62	<u>State Dollars Reimbursed:</u>	\$89,362.52
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$89,362.52
		<u>Total Project Cost:</u>	\$178,725.04

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	10	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	738,862,109
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	3	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	7	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	20 %
<u>Radio Ads Placed</u>	1	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	80 %

**Project Outcomes**

<u>Percentage Completed</u>	100%
<u>DMO Comments</u>	1. Not met. Web site traffic decreased by .02%. However, the new web site wasn't available until January 24, 2012. 2. Not met. Overnight stays increased by 2.6%, not the 3.5% we had hoped for. 3. This was met. We advertise in publications that are on the approved list.
<u>Impact of Co-op Project</u>	With the current economy and the City budget still very tight, the Cooperative Marketing project allows us the funding to continue exploring new markets and expand our outreach in the digital media market in order to obtain the most positive ROI. Also, the advertising effectiveness study shows that our demographics have changed with our target market being a 18-34 age group and families. The extra funding will allow us to make changes in our advertising program to continue reaching this younger leisure travel group. Our participation in the Cooperative Marketing program also provides us with the approved publications list which we will continue using in order to better market our destination.
<u>Outcome Effect on Future Marketing</u>	Based on the study and our demographic target, we have started exploring using more digital media than print advertising going forward.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$123.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	9.00%	<u>Incremental Trips:</u>	20,400	<u>Dollars Spent per Trip:</u>	\$123.00
<u>#Aware Households:</u>	310,000	<u>Incremental Room Nights:</u>	29,300	<u>Economic Impact:</u>	\$18,488,300
<u>Increment Travel:</u>	6.60%			<u>Advertising \$\$ Spent:</u>	\$604,000

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-08-040-44</b>	<u>DMO</u>	<b>Springfield CVB</b>
<u>Category:</u>	<b>Destination Advertising</b>	<u>Project:</u>	<b>Leisure Travel Marketing Campaign</b>
<u>Primary Objectives</u>	1. Increase total number of overnight visitors 2. Increase length of stay 3. Increase amount spent per party per trip		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$400,000.00
<u>State Dollars Awarded:</u>	\$400,000.00	<u>Local Matching Dollars:</u>	\$528,845.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$928,845.00

**Marketing Activity Information**

<u>Magazine Ads Placed</u> 27	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 37,740,059
<u>Newspaper Ads Placed</u> 4	<u>Electronic Marketing</u> 10	<u>Inquiries Reported</u> 48,178
<u>Travel Insert Ads Placed</u> 1	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$19.28
<u>TV Ads Placed</u> 3	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 23 %
<u>Radio Ads Placed</u> 2	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 77 %

**Project Outcomes**

Percentage Completed 100%

DMO Comments 1. Hotel occupancy increased 1% from 52.1% through Sept 2011 to 53.1% through September 2012. 2. Length of stay decreased from 1.68 in calendar year to 1.47 YTD in calendar year 2012. 3. Amount spent per party increased slightly from \$611 in FY10 to \$616 in FY12

Impact of Co-op Project The Cooperative Marketing Program allows the CVB to leverage its limited marketing funds with that of the state and local attraction partners to develop a multi-faceted campaign reaching nearly 20,000 visiting parties and generating more than \$12 million in direct expenditures for the city. Without the coop program, Springfield's reach would be significantly less causing a decrease in attraction attendance, overnight visitation, hotel tax and sales tax for the city, county and state government. The FY12 campaign generated an increase of 39% in website traffic, allowing the CVB to collect data about its visitors and use it to retarget potential visitors at a much lower cost per inquiry in future years. Springfield spent less than expected on the leisure campaign due to decreases in funding for the FY12 campaign. Although hotel occupancies and room demand did not increase as originally expected, Springfield held its own in a declining economy thank in large part to this program.

Outcome Effect on Future Marketing Media planning will continue to focus on digital advertising and an ad effectiveness study will be completed each year to better measure results.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u> 41.40%	<u>Visits Generated:</u> 19,900	<u>Total visitor expenditures:</u> \$12,300,000.00
<u>Inquiries Generated:</u> 48,178	<u>Dollars Spent per Trip:</u> \$616.00	<u>Return on Investment (ROI):</u> \$45.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$616.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-08-044-44</b>	<u>DMO</u>	<b>Branson/Lakes Area Chamber of Commerce/CVB</b>
<u>Category:</u>	<b>Destination Advertising</b>	<u>Project:</u>	<b>Spring/Summer Television</b>
<u>Primary Objectives</u>	1. Build national awareness, visitation 2. Increase younger and first-time visitation 3. Increase \$ spent/length of stay		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$425,000.00
<u>State Dollars Awarded:</u>	\$425,000.00	<u>Local Matching Dollars:</u>	\$425,000.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$850,000.00

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	0	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	68,679,000
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	635	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	2 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	98 %

**Project Outcomes**

Percentage Completed      100%

DMO Comments      1. Positive/Mixed. According to 2012 Ad Effectiveness Study, Branson unaided brand awareness continued very high at #3 nationwide (from #4 in 2011) after only Disney and Florida; while overall Branson visitation declined about 2%, those who saw television spots brought \$276.5M in incremental revenue to area for overall \$79 to \$1 ROI. Very effective campaign in challenging year. 2. Positive/Mixed. While average age increased slightly from 56.2 years to 56.9 years, first-time visitation rose to 26.1% from 24.3% and % of Generation X visitors increased to 3.6%. 3. Positive/Mixed. While length of stay slipped from 3.98 to 3.92 nights, spending per party rose from \$905 to \$962. Many 2012 challenges were due to economic and weather conditions (tornado, summer heat, drought, etc.). Good news: visitation from Outer Markets (650+) increased 10%.

Impact of Co-op Project      Despite recent economic downturns, tourism continues to play a major economic role in our community. According to the 2012 Ad Effectiveness Study, our total \$3.48 million Spring/Summer campaign generated more than 301,632 incremental trips and more than \$276M in incremental spending for an ROI of \$70 to \$1, a strong result, at a cost of only \$0.16 per aware household. While overall Branson visitation declined slightly in 2012, the situation would have been much worse without the very positive showing of the television campaign. The significant support of the Cooperative Marketing Program in driving visitors to the market continues to be of critical importance to the Branson/Lakes Area and the state of Missouri.

Outcome Effect on Future Marketing      Positive results of 2012 Ad Effectiveness Study suggest continued use of national television to reach all DMA's and maintain high brand awareness.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	26.40%	<u>Incremental Trips:</u>	301,322	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	21,600,000	<u>Incremental Room Nights:</u>	536,404	<u>Economic Impact:</u>	\$276,000,000
<u>Increment Travel:</u>	1.40%			<u>Advertising \$\$ Spent:</u>	\$3,480,000

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## Cooperative Marketing Fiscal Year 2012 Program Summary

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### Individual Contract Data for Projects Targeting the Leisure Traveler

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#### DMO Information

Contract #: 12-08-045-44      DMO Chamber of Commerce of Table Rock Lake/Kimberling City Area  
Category: Destination Advertising      Project: My Table Rock Lake  
Primary Objectives  
1. Continues to enhance economic health of Stone County  
2. Increase incremental visits  
3. Increase awareness of table Rock Lake with KUG/potential visitors

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#### Budget and Expenditures

<u>State Dollars Awarded:</u>	\$150,000.00	<u>State Dollars Reimbursed:</u>	\$149,343.75
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$149,343.75
		<u>Total Project Cost:</u>	\$298,687.50

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#### Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 16,231,700
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 1,678	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 15 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 85 %

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#### Project Outcomes

Percentage Completed 100%

DMO Comments 1. Exceeds (2011) incremental spending by 12% from \$39.6 M in 2011 to \$44.4 M in 2012. 2. Incremental visits grew to 44,400 from 42,500. 3. Awareness of Table Rock Lake with KUG/Potential visitors was 88.6% in advertised markets of Tulsa, Little Rock, Kansas City & Des Moines

Impact of Co-op Project 1. In cooperation with Branson, our message has had a positive impact in the Table Rock Lake area.  
2. The Cooperative Marketing project continues to drive potential visitors to our website and provides added value to our business partners.

Outcome Effect on Future Marketing We will continue in existing markets for 2013.

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#### Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$1,000.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 21.00%	<u>Incremental Trips:</u> 44,400	<u>Dollars Spent per Trip:</u> \$1,000.00
<u>#Aware Households:</u> 431,100	<u>Incremental Room Nights:</u> 105,700	<u>Economic Impact:</u> \$44,400,000
<u>Increment Travel:</u> 10.30%		<u>Advertising \$\$ Spent:</u> \$298,688

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## Cooperative Marketing Fiscal Year 2012 Program Summary

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### Individual Contract Data for Projects Targeting the Leisure Traveler

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#### DMO Information

Contract #: 12-09-034-55      DMO City of West Plains Tourism Development Advisory Council  
Category: Small Project Marketing-S/F      Project: Ozark Heritage Day Tours  
Primary Objectives 1. Increased visitors by advertising in AAA travel magazines and create Day Trip brochures 2. Increase overnight stays 3. Increase tourism expenditures

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#### Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$5,948.15
		<u>Total Project Cost:</u>	\$10,948.15

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#### Marketing Activity Information

<u>Magazine Ads Placed</u> 4	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 1,352,916
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 3,607
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 50,000	<u>Cost Per Inquiry</u> \$3.03
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 6 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 94 %

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#### Project Outcomes

Percentage Completed 100%

DMO Comments 1. Received 3607 requests for Day Trip brochures as result of ads in AAA magazines. 2. Lodging tax increased in October to December 2011 by 33% compared to October to December 2010. CY 2011 was 4.46% higher than CY2010. 3. Sales tax increased in October to December 2011 by 15% over October to December 2010.

Impact of Co-op Project We printed 50,000 Day Trip brochures in September 2011. We placed ads in four AAA travel magazines for September/October issue. As a result, we received 3607 requests for the Day Trip brochure from these ads. The lodging tax increased for October to December 2011 by 33% over 2010 and by 4.46% for CY2011. Without matching funds from the Cooperative Marketing Program, it would be hard for us to market to the extent that we do.

Outcome Effect on Future Marketing We know that the AAA travel magazine ads are beneficial due to the number of inquiries generated from the ads. We have increased our mailing lists for festivals/events by including event information on the Day Trip brochures. Web stats show search phrases for lodging and events are highest during times of festivals.

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#### Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 3,607	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #: 12-09-035-55      DMO Rolla Area Chamber of Commerce & Visitor Center  
Category: Small Project Marketing-S/F      Project: Leisure Travel Project  
Primary Objectives 1. Increase the number of inquiries and requests for information 2. To increase traffic to visitRolla.com

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$2,012.98
<u>State Dollars Awarded:</u>	\$2,017.77	<u>Local Matching Dollars:</u>	\$2,012.98
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$4,025.96

**Marketing Activity Information**

<u>Magazine Ads Placed</u> 1	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 973,695
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 6,371
<u>Travel Insert Ads Placed</u> 1	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.63
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 51 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 49 %

**Project Outcomes**

Percentage Completed 100%

DMO Comments 1. AAA Midwest Traveler did generate a number of leads, no comparison available for this ad.  
 2. Seventeen percent increase in leads generated by the fall/winter insert versus last year's ad in the insert. 3. Thirty eight point six percent increase in website visits July to December 2011 versus July to December 2010.

Impact of Co-op Project This project increased website traffic. The ads selected gave Rolla more exposure than we expected or could have gained without this marketing project.

Outcome Effect on Future Marketing Rolla will continue to advertise in the Missouri Vacation insert, a very successful ad campaign. Rolla will continue to advertise in AAA Midwest Traveler magazine, but might consider changing the ad message.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 6,371	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

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## Cooperative Marketing Fiscal Year 2012 Program Summary

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### Individual Contract Data for Projects Targeting the Leisure Traveler

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#### DMO Information

Contract #: 12-10-003-11      DMO Cape Girardeau Chamber of Commerce/CVB  
Category: Leisure Travel Marketing      Project: Cape Girardeau: Have We Got a Story for You  
Primary Objectives 1. Continue to build on the growing awareness of Cape Girardeau as a viable and enjoyable leisure and business travel destination market. 2. We are striving for 3% overall growth in FY12 hotel and restaurant taxes, as compared to FY11. 3. Increase the length visitors stay and spending while in our community.

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#### Budget and Expenditures

<u>State Dollars Awarded:</u>	\$28,267.30	<u>State Dollars Reimbursed:</u>	\$28,267.30
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$28,782.61
		<u>Total Project Cost:</u>	\$57,049.91

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#### Marketing Activity Information

<u>Magazine Ads Placed</u> 21	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 14,957,684
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 3	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 30 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 70 %

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#### Project Outcomes

Percentage Completed 100%

DMO Comments 1. In FY12, \$231,076.87 was spent in sales, marketing and advertising categories to continue to build awareness. 2. Exceeded goal, hotel and restaurant receipts were up 7.61% versus previous year. 3. Growing awareness of Cape Girardeau's many attractions and events has led to an increase of multiple night stays.

Impact of Co-op Project Cooperative Marketing Program funds provided increased reach and frequency in the travel publications in which we advertised.

Outcome Effect on Future Marketing Hotel and restaurant taxes more than doubled expectations, we feel our marketing efforts are paying dividends.

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#### Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-10-012-11</b>	<u>DMO</u>	<b>City of Ste. Genevieve Tourism Dept.</b>
<u>Category:</u>	<b>Leisure Travel Marketing</b>	<u>Project:</u>	<b>Discover Ste. Genevieve</b>
<u>Primary Objectives</u>	1. Increase taxable sales in Ste. Genevieve County with tourism related dollars. 2. Increase the number of visitors/tourists. 3. Increase the number of overnight stays.		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$17,621.29
<u>State Dollars Awarded:</u>	\$18,609.10	<u>Local Matching Dollars:</u>	\$17,621.30
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$35,242.59

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	14	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	4,679,937
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$13.93
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	10 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	90 %

**Project Outcomes**

<u>Percentage Completed</u>	95%
<u>DMO Comments</u>	1. The project FY12 sales tax revenue in the 17 SIC codes for Ste. Genevieve County increased 6% over the FY11 project. 2. The number of visitors to the Welcome Center for the FY12 project decreased 5% over they FY11 project. 3. The FY12 project lodging sales tax revenue for Ste. Genevieve County increased 5% over FY11 project.
<u>Impact of Co-op Project</u>	The Cooperative Marketing project allowed Ste. Genevieve to reach a wider out of state audience.
<u>Outcome Effect on Future Marketing</u>	Advertising specifically in travel magazines with reader services will continue. This will increase leads and allow for direct marketing and research opportunities.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-10-019-11</b>	<u>DMO</u>	<b>City of Sikeston d/b/a Sikeston CVB</b>
<u>Category:</u>	<b>Leisure Travel Marketing</b>	<u>Project:</u>	<b>Scott County LTM 2012</b>
<u>Primary Objectives</u>	1. Develop promotions to entice weekend/overnight travelers to Scott County 2. Attract new visitors (expand market) 3. Increase bed tax receipts		

**Budget and Expenditures**

<u>State Dollars Awarded:</u>	\$23,000.00	<u>State Dollars Reimbursed:</u>	\$21,574.68
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$21,574.70
		<u>Total Project Cost:</u>	\$43,149.38

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	1	<u>Billboards Leased</u>	2	<u>Gross Impressions</u>	31,962,004
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	5	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	3	<u>Brochures Distributed</u>	2	<u>Cost Per Inquiry</u>	\$0.64
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	27 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	73 %

**Project Outcomes**

Percentage Completed      94%

DMO Comments      1. Objective was met. Staff experienced a substantial increase in toll-free calls from individuals seeking additional information on these self-directed tours. Web traffic also increased drastically, reflecting individuals accessing the down-loadable itineraries and maps. 2. Broke even. While the total number of inquiries from print and electronic media were down 11%, the CVB maintained it's ration of target market to total market leads at 55% in both FY11 and FY12. 3. Was met. Two municipalities, Miner and Sikeston, have a 4% lodging tax in place. Miner's FY12 lodging tax receipts increased 1.28% over those collected in FY11. Sikeston's lodging taxes increased 8.74% over the prior year's. Overall, Scott County bed tax receipts increased 1.86% in FY12.

Impact of Co-op Project      Bed tax receipts are up. This fact coupled with the CVB's advertising presence has resulted in the planned construction of a new lodging facility in Sikeston. The popularity of the CVB's i-brochure has been overwhelming. Reunion planners, tour operators and pass-through travelers on their way to other designations have indicated this digital document along with the self-directed itineraries has resulted in additional visits to Sikeston. This response coupled with construction of additional lodging facilities facilitated resumption of a group tour marketing campaign in FY13. This campaign will be expanded.

Outcome Effect on Future Marketing      The CVB will be focusing on insert advertising with electronic companion pieces specifically targeting our in-state and primary markets. The CVB will drop all Parade and Oprah advertising and will again seek funding for a conversion study to establish its leisure marketing campaign's return-on-investment.

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

**Individual Contract Data for Projects Targeting Public Relations**

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**DMO Information**

Contract #:   **12-04-006-88**                      DMO   **Platte County Visitors Bureau**

Project:       **Platte County CVB PR Campaign, Explore, Dream, Discover**

Primary Objectives   1. Increase number of press tours, media releases, media queries, and scheduled sales missions  
                                   2. Obtain minimum of \$100,000 in unpaid media  
                                   3. Increase media contacts

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**Budget and Expenditures**

State Dollars Awarded:	\$26,000.00	State Dollars Reimbursed:	\$12,250.00
Revisions:	\$15,500.00	Local Matching Dollars:	\$15,500.00
		Total Project Cost:	\$27,750.00

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**Marketing Activity Information**

Media Releases Distributed	2	Sales Mission Completed	0
Press Tours Hosted, Group	0	Media Queries Initiated	0
Press Tours Hosted, Individual	0	Photos and Videos Distributed	2
Media Marketplaces Attended	0	Press Kits Distributed	1
Instate Marketing	35 %		
Out of State Marketing	65 %		

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**Project Outcomes**

Percentage Completed   47%

Did Project Achieve Objectives?   Somewhat

DMO Comments   Due to a problem within and with the PR firm, we reduced the budget and scope of the campaign. The PR firm has not provided any activity updates and /or responses. We were able to increase our media contacts and media queries, but were unable to obtain the desired unpaid media, increased number of press tours and scheduled sales missions.

Impact of Co-op Project   With the reduced budget and campaign, although we were not able to fully execute all components, we were able to produce and distribute videos with accompanying media releases plus an online media kit to promote our destination that otherwise would not have been possible.

Total Stories Attributable to the Project                     4                     Total Ad Equivalency                     \$34,000

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## Cooperative Marketing Fiscal Year 2012 Program Summary

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### Individual Contract Data for Projects Targeting Public Relations

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#### DMO Information

Contract #: **12-06-017-88**      DMO **Lake of the Ozarks Tri-County Lodging Association**

Project: **Lake of the Ozarks PR Campaign FY12**

Primary Objectives    1. Make media contracts to approximately 250 travel, outdoor and feature journalists in FY12. R. Host approximately 35 journalists on press tours to the Lake of the Ozarks in FY12. 3. Receive a 15 to 1 return on our public relations investment in FY12.

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#### Budget and Expenditures

State Dollars Awarded:	\$50,000.00	State Dollars Reimbursed:	\$50,000.00
Revisions:	\$0.00	Local Matching Dollars:	\$50,000.00
		Total Project Cost:	\$100,000.00

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#### Marketing Activity Information

Media Releases Distributed	21	Sales Mission Completed	9
Press Tours Hosted, Group	1	Media Queries Initiated	91
Press Tours Hosted, Individual	23	Photos and Videos Distributed	47
Media Marketplaces Attended	8	Press Kits Distributed	172
Instate Marketing	20 %		
Out of State Marketing	80 %		

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#### Project Outcomes

Percentage Completed	100%		
Did Project Achieve Objectives?	Significantly		
DMO Comments	1. We made 308 media contacts via sales missions, media queries and travel media marketplaces. 2. We hosted 35 travel, outdoor, feature and golf journalists on hosted press trips to the Lake. 3. We received slightly more than \$1.5 million in ad equivalency. Based upon a three time credibility factor from third party journalists, we realized an ad value of more than \$4.5 million.		
Impact of Co-op Project	The state tourism dollars that we receive to implement a professional public relations campaign is extremely valuable to our tri-county area. Because of the co-op marketing program, we were able to double our efforts to create awareness for the Lake of the Ozarks as an attractive and affordable vacation destination through an effective PR outreach effort. Also, because of the co-op marketing project, the Lake of the Ozarks benefits from the credibility of a third party describing the Lake experience. Objective editorials are believable with our potential customers/visitors. Public relations significantly compliments our overall marketing efforts.		
Total Stories Attributable to the Project	396	Total Ad Equivalency	\$1,525,102

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**Cooperative Marketing Fiscal Year 2012 Program Summary**

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**Individual Contract Data for Projects Targeting Public Relations**

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**DMO Information**Contract #: **12-06-021-88** DMO **Jefferson City CVB**Project: **Capital City PR/Media Campaign 2012**

Primary Objectives 1. To promote Jefferson City as a leisure tourism destination by distribution of 50 communications. 2. To generate fifteen travel writer visits to Jefferson City and the surrounding areas. 3. To obtain \$150,000 in unpaid media.

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**Budget and Expenditures**

State Dollars Awarded:	\$12,500.00	State Dollars Reimbursed:	\$12,500.00
Revisions:	\$0.00	Local Matching Dollars:	\$12,500.00
		Total Project Cost:	\$25,000.00

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**Marketing Activity Information**

Media Releases Distributed	4	Sales Mission Completed	9
Press Tours Hosted, Group	1	Media Queries Initiated	54
Press Tours Hosted, Individual	7	Photos and Videos Distributed	0
Media Marketplaces Attended	2	Press Kits Distributed	0
Instate Marketing	20 %		
Out of State Marketing	80 %		

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**Project Outcomes**

Percentage Completed 100%

Did Project Achieve Objectives? Significantly

DMO Comments 1. We distributed four quarterly news releases to more than 1,000 targeted media outlets and freelance travel journalists. We distributed 36 Jefferson City press kits and we sent emails and made phone calls to 49 media contacts. 2. We planned and hosted customized and/or organized press trips for 11 travel journalists who have all produced editorial coverage. We are anticipating more stories to be published. 3. Our public relations effort resulted in more than \$750,000 in ad equivalency with an ad value of more than \$2.25 million using the credibility third party multiplier effect.

Impact of Co-op Project Our FY12 PR campaign included a variety of travel media activities and services. Each component of the PR program was chosen as a means to efficiently and effectively communicate with targeted travel media. Our goal was to enhance our overall marketing efforts with editorial exposure that would reach our geographic markets and ultimately individual customers. Jefferson City has been put in the spotlight with the new and ongoing interest in the historic Missouri State Penitentiary. In addition, feature writers with newspapers and magazines, online travel editors and mainstream media and television programs have visited Jefferson City to explore and report on the prison.

Total Stories Attributable to the Project	14	Total Ad Equivalency	\$757,633
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**Individual Contract Data for Projects Targeting Public Relations**

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**DMO Information**

Contract #: **12-06-026-88**      DMO **City of Lebanon**

Project: **Lebanon PR Campaign: Naturally Fun**

Primary Objectives    1. Make a minimum of 60 new media contacts at media marketplaces  
                                  2. Make 100 new media contacts through media visits, press tours, newsletter releases and media queries

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**Budget and Expenditures**

State Dollars Awarded:	\$15,000.00	State Dollars Reimbursed:	\$14,999.99
Revisions:	\$0.00	Local Matching Dollars:	\$15,000.00
		Total Project Cost:	\$29,999.99

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**Marketing Activity Information**

Media Releases Distributed	4	Sales Mission Completed	9
Press Tours Hosted, Group	2	Media Queries Initiated	28
Press Tours Hosted, Individual	4	Photos and Videos Distributed	2
Media Marketplaces Attended	3	Press Kits Distributed	145
Instate Marketing	30 %		
Out of State Marketing	70 %		

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**Project Outcomes**

Percentage Completed	100%
Did Project Achieve Objectives?	Significantly
DMO Comments	Objective 1 was met with 57 media contacts at media marketplaces. Objective 2 was met by increased audience for news releases and media queries and sales missions were expanded to new contacts. Objective 3 was met, hosted 30 journalists.
Impact of Co-op Project	The funding received for the PR Grant enabled us to hire a PR firm to bring writers to the area and significantly increase our exposure nationwide. The stories have been phenomenal in making the City of Lebanon a destination for travelers. The news releases, media packets, and meetings attended created interest for journalists and publishers to run stories in their publications.
Total Stories Attributable to the Project	107
Total Ad Equivalency	\$126,547

**Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing**

**DMO Information**

Contract #	<b>12-04-013-33</b>	DMO	<b>CVB of Greater Kansas City</b>
Category	<b>Convention Marketing</b>	Project Name	<b>FY12 Convention Marketing Plan</b>
Primary Objectives	A. Build brand awareness B. Attract new meetings and conventions C. Promote Kansas City as a value destination for meetings and conventions		

**Budget and Expenditures**

State Dollars Awarded	\$50,000.00	Local Matching Dollars	\$49,930.25
Total Reimbursement	\$49,930.25	Total Expenditures	\$1,605,185.00

**Marketing Activity Information**

Magazine Ads Placed	18	Tradeshows Attended	0	Electronic Media Placed	0
Printed Materials Distributed	0	Other Marketing Activity	0		

**Project Outcomes**

% Completed 100%

Objectives and Outcomes

- A. Brand awareness continues to be a pressure point for Kansas City. According to the Watkins research, Kansas City has the most improved score with meeting planners (and improved in ALL 8 categories.)
- B. Increased bookings year over year by 11%
- C. Targeted creative and promoted "Affordable KC"

\*Bookings 216

\*Room Nights Generated 276,974

\*Economic Impact \$210,867,707

\*Avg. Room Nights Per Booking 1,282

\*ROI for Every Dollar Spent \$131.37

Method of Calculation We use a calculator provided by DMAI. The economic impact is calculated via 4 different formulas based on the number of booths, exhibits and excess attendance.

Effect on Future Marketing Creative will be updated to better target awareness in the following categories: flexibility/ease, size/capabilities and people/service.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing**

**DMO Information**

Contract #	<b>12-06-015-33</b>	DMO	<b>Lake of the Ozarks Tri-County Lodging Association</b>
Category	<b>Convention Marketing</b>	Project Name	<b>Lake of the Ozarks Convention Marketing Campaign</b>
Primary Objectives	1. To extend our season. 2. To generate in excess of \$52 million dollars in accommodation facility revenues. 3. To ensure the continuance of a strong group, convention, reunion and golf customer mix at the Lake.		

**Budget and Expenditures**

State Dollars Awarded	\$5,795.00	Local Matching Dollars	\$5,507.50
Total Reimbursement	\$5,507.50	Total Expenditures	\$11,015.00

**Marketing Activity Information**

Magazine Ads Placed	0	Tradeshows Attended	6	Electronic Media Placed	0
Printed Materials Distributed	0	Other Marketing Activity	0		

**Project Outcomes**

% Completed 95%

Objectives and Outcomes

1. Through our convention marketing efforts and presence at tradeshows, we were able to secure an additional 1,100 room nights during our non-peak season.
2. Our objective of exceeding \$52 million dollars in accommodation facility revenues was not met by a mere 2%.
3. We were able to participate in face-to-face meetings with planners from all areas of group business that would not have been possible without our presence at tradeshows.

\*Bookings 3

\*Room Nights Generated 1,181

\*Economic Impact \$376,425

\*Avg. Room Nights Per Booking 393

\*ROI for Every Dollar Spent \$34.17

Method of Calculation We multiplied out-of-town attendance by \$75 spent per person, per day.

Effect on Future Marketing Tradeshows will be evaluated for cost-efficiency and effective reach of the meeting planner audience and we will use this information to create future convention marketing plans to generate additional business in our non-peak season.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing**

**DMO Information**

Contract #	<b>12-07-007-33</b>	DMO	<b>City of St. Charles Tourism Department</b>
Category	<b>Convention Marketing</b>	Project Name	<b>Greater St. Charles Convention Marketing</b>
Primary Objectives	A. Achieve room revenue goal of \$3,500,000. B. Increase convention guest room bookings 12%. C. Increase contracts made at tradeshow by 10%.		

**Budget and Expenditures**

State Dollars Awarded	\$33,138.00	Local Matching Dollars	\$32,159.57
Total Reimbursement	\$32,159.56	Total Expenditures	\$134,254.56

**Marketing Activity Information**

Magazine Ads Placed	17	Tradeshows Attended	11	Electronic Media Placed	0
Printed Materials Distributed	524	Other Marketing Activity	0		

**Project Outcomes**

% Completed 97%

Objectives and Outcomes A. We exceeded our goal with a revenue of \$3,561,637. B. We fell short in this with only a 5% increase. C. We fell short in our contacts goal by 3%.

\*Bookings 575

\*Room Nights Generated 28,701

\*Economic Impact \$14,078,415

\*Avg. Room Nights Per Booking 49

\*ROI for Every Dollar Spent \$104.86

Method of Calculation \$124.10 per room night and \$244.28 x 1.5 persons for food, travel and miscellaneous.

Effect on Future Marketing Without state funding we could not have participated in several of the necessary events to promote what is offered in St. Charles and throughout the County. We must continue to promote our area in order to be in the forefront of possible destinations for potential clients.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*



**Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing**

**DMO Information**

Contract #	<b>12-07-011-33</b>	DMO	<b>St. Louis CVC</b>
Category	<b>Convention Marketing</b>	Project Name	<b>FY12 Meetings &amp; Conventions Trade Advertising</b>
Primary Objectives	A. Increase meeting and convention related hotel room nights by 3 to 4% over FY11. B. Increase sales leads generated by the CVC's meeting and convention marketing efforts by 5% over FY11. C. Utilize campaign to improve perceptions of St. Louis within the target audience of meeting planners.		

**Budget and Expenditures**

State Dollars Awarded	\$50,000.00	Local Matching Dollars	\$55,095.84
Total Reimbursement	\$50,000.00	Total Expenditures	\$214,355.84

**Marketing Activity Information**

Magazine Ads Placed	23	Tradeshows Attended	0	Electronic Media Placed	0
Printed Materials Distributed	0	Other Marketing Activity	0		

**Project Outcomes**

% Completed 100%

Objectives and Outcomes A. Meeting and convention related hotel room nights increased by nearly 30% from 376,535 during FY11 to 486,345 during FY12. B. Sales leads held steady during FY12, but tentative room nights associated with those leads increased from 1,567,539 in FY11 to 2,013,646 in FY12. C. An increase in out of town attendance and hotel room nights associated with FY12 booked meetings can be partially attributed to improved perceptions of St. Louis as a result of the CVC's marketing.

\*Bookings 402

\*Room Nights Generated 486,345

\*Economic Impact \$422,405,116

\*Avg. Room Nights Per Booking 1,209

\*ROI for Every Dollar Spent \$1,970.58

Method of Calculation Out of town meeting attendance is multiplied by \$1036 (DMAI's estimated average delegated spending) and in town meeting attendance is multiplied by \$100 (locally estimated average spending.)

Effect on Future Marketing The CVC will evaluate its ad campaign and meeting and convention media plan for cost efficiency and effective reach of the meeting planner audience, and will use this information to create effective future programs to promote St. Louis' strong meetings package. Generating buzz about St. Louis in advance of the MPI convention helped create identities for St. Louis and Missouri as ideal locations to hold meetings and events. The CVC will build on this exposure during FY13 and beyond.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing**

**DMO Information**

Contract #	<b>12-08-004-33</b>	DMO	<b>Springfield CVB</b>
Category	<b>Convention Marketing</b>	Project Name	<b>Convention Marketing</b>
Primary Objectives	1) Book 15,000 room nights from the Cooperative Marketing Project 2) Book 13,000 room nights from regional and national associations 3) Book 43,000 room nights from other market segments		

**Budget and Expenditures**

State Dollars Awarded	\$40,731.25	Local Matching Dollars	\$40,482.35
Total Reimbursement	\$40,482.32	Total Expenditures	\$316,504.67

**Marketing Activity Information**

Magazine Ads Placed	15	Tradeshows Attended	9	Electronic Media Placed	0
Printed Materials Distributed	2,600	Other Marketing Activity	0		

**Project Outcomes**

% Completed 99%

Objectives and Outcomes Objective 1 was met - 18,037 room nights were booked  
 Objective 2 was met - 14,066 room nights were booked  
 Objective 3 was met - 48,183 room nights were booked

\*Bookings 31

\*Room Nights Generated 18,037

\*Economic Impact \$9,360,000

\*Avg. Room Nights Per Booking 581

\*ROI for Every Dollar Spent \$29.57

Method of Calculation Attendee expenditure is based on # of attendees X # of days X \$150.00 per day. 20,800 attendees X 3 days X \$150.00 = \$9,360,000.

Effect on Future Marketing We measure the success of each component of this project to determine which components to continue. We will evaluate each component as we continue to receive results.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing**

**DMO Information**

Contract #	<b>12-04-023-34</b>	DMO	<b>City of Independence - Tourism Department</b>
Category	<b>Amateur Sports Marketing</b>	Project Name	<b>Independence Sports Marketing</b>
Primary Objectives	1. Add a least one new sports group at the Independence Events Center 2. Increase the number of overnight produced by sports groups by 4% 3. Develop a baseline revenue goal of additional direct spending with the Independence Events Center		

**Budget and Expenditures**

State Dollars Awarded	\$25,000.00	Local Matching Dollars	\$25,000.00
Total Reimbursement	\$25,000.00	Total Expenditures	\$53,203.00

**Marketing Activity Information**

Magazine Ads Placed	15	Tradeshows Attended	1	Electronic Media Placed	5
Printed Materials Distributed	0	Other Marketing Activity	0		

**Project Outcomes**

% Completed 100%

Objectives and Outcomes

1. We were able to host three new sports events at the Independence Events Center in 2012 ( youth indoor soccer, youth hockey and youth figure skating).
2. The number of overnights produced by sports group was increased by 2%.
3. The Tourism Department has partnered with the Independence Events Center to develop a program that will allow us to measure additional spending. It will be completed by June 2013.

\*Bookings 11

\*Room Nights Generated 9,900

\*Economic Impact \$2,475,000

\*Avg. Room Nights Per Booking 900

\*ROI for Every Dollar Spent \$46.52

Method of Calculation Number of room nights X 2.5 people per room X \$100 per day in spending

Effect on Future Marketing We will continue with our current efforts and we plan to add an additional tradeshow in 2013 to increase our exposure and target a new group of planners.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

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## Cooperative Marketing Fiscal Year 2012 Program Summary

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### Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

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#### DMO Information

Contract #	<b>12-07-008-34</b>	DMO	<b>City of St. Charles Tourism Department</b>
Category	<b>Amateur Sports Marketing</b>	Project Name	<b>Greater St. Charles Amateur Sports Marketing</b>
Primary Objectives	A. Increase sports guest room bookings by 5%. B. Achieve sports guest room revenue of \$650,000. C. Add three new amateur sports events.		

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#### Budget and Expenditures

State Dollars Awarded	\$16,856.37	Local Matching Dollars	\$17,056.37
Total Reimbursement	\$16,856.37	Total Expenditures	\$96,034.33

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#### Marketing Activity Information

Magazine Ads Placed	11	Tradeshows Attended	2	Electronic Media Placed	0
Printed Materials Distributed	245	Other Marketing Activity	0		

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#### Project Outcomes

% Completed 100%

Objectives and Outcomes A. With 4.3% increase we fell short a bit on this goal. B. Guest room revenue was \$712,528.50 based on our formula of \$109.25 x 6,522 rooms, so we met this goal. C. Added four new amateur sports events so we exceeded our goal.

\*Bookings 97

\*Room Nights Generated 6,522

\*Economic Impact \$5,810,750

\*Avg. Room Nights Per Booking 67

\*ROI for Every Dollar Spent \$60.51

Method of Calculation NASC calculates that there are 3.2 persons per room for each event. There were 6,522 rooms booked during 2011/2012 fiscal year. We are using the formula of \$109.25 per room and \$244.28 per person for food, travel and other expenses.

Effect on Future Marketing In order to continue to bring more sporting events to the St. Charles area, we will continue to utilize our coop funds to expand our marketing area. With the current economic constraints, as well as our city's budget constraints, coop funds are paramount in helping to reach our goals.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing**

**DMO Information**

Contract #	<b>12-08-005-34</b>	DMO	<b>Springfield CVB</b>
Category	<b>Amateur Sports Marketing</b>	Project Name	<b>Amateur Sports Marketing</b>
Primary Objectives	1) Book 10,000 room nights from the Cooperative Marketing Program 2) Book 15,000 room nights from the Sports Market 3) Book 31,000 room nights from other market segments		

**Budget and Expenditures**

State Dollars Awarded	\$9,268.75	Local Matching Dollars	\$8,576.45
Total Reimbursement	\$8,576.43	Total Expenditures	\$96,652.88

**Marketing Activity Information**

Magazine Ads Placed	6	Tradeshows Attended	4	Electronic Media Placed	3
Printed Materials Distributed	0	Other Marketing Activity	0		

**Project Outcomes**

% Completed 93%

Objectives and Outcomes Objective 1 was met - 14,374 room nights were booked  
 Objective 2 was met - 16,264 room nights were booked  
 Objective 3 was met - 40,103 room nights were booked

\*Bookings 14

\*Room Nights Generated 14,374

\*Economic Impact \$6,300,000

\*Avg. Room Nights Per Booking 1,026

\*ROI for Every Dollar Spent \$65.18

Method of Calculation Attendee expenditure is based on # of attendees X # of days X \$150.00 per day. 14,200 attendees X 3 days X \$150.00 = \$6,300,000.00 attendee expenditure.

Effect on Future Marketing It allows us to meet in person with key sporting event planners, build relationships and ultimately book room night business.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-01-047-99</b>	<u>DMO</u>	<b>St. Joseph Museum</b>
<u>Category:</u>	<b>Civil War 150 Promotion</b>	<u>Project:</u>	<b>Civil War Medicine Exhibit Marketing Project</b>
<u>Primary Objectives</u>	To increase exposure and attendance of Civil War events and attractions.		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>State Dollars Awarded:</u>	\$5,000.00	<u>Local Matching Dollars:</u>	\$5,010.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$10,010.00

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	1	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	1,055,805
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	2	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	73 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	27 %

**Project Outcomes**

Percentage Completed      100%

DMO Comments      The ads have generated 162 AAA Midwest Living reader inquiry leads and increased visitation by 79 in September and 143 in October. We have also received two tour groups bookings for 2012 thorough the Midwest Living ad. Senior citizens from the four state area is the market that has shown the largest increase at this point. In 2011, the flooding in our area caused a decrease in overall attendance, so although this increase is modest, our hope is that the leads we have responded to will mean an increase in visitation throughout the coming winter, spring and summer seasons. We will continue to document the responses to these ads to determine their effectiveness in reaching our target audience and raising awareness of the St. Joseph Museum.

Impact of Co-op Project      We tracked visitation through our registration book at the entrance to the museum. We determined how visitors became aware of the St. Joseph Museum, tracked their zip codes and learned about the age range and gender of our audience. We also tracked and responded to the AAA reader inquiries.

Outcome Effect on Future Marketing

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

<u>Contract #:</u>	<b>12-04-048-99</b>	<u>DMO</u>	<b>City of Lexington</b>
<u>Category:</u>	<b>Civil War 150 Promotion</b>	<u>Project:</u>	<b>150th Anniversary of the Battle of Lexington</b>
<u>Primary Objectives</u>	To increase exposure and attendance of Civil War events and attractions.		

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$4,584.94
<u>State Dollars Awarded:</u>	\$4,880.00	<u>Local Matching Dollars:</u>	\$4,584.94
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$9,169.88

**Marketing Activity Information**

<u>Magazine Ads Placed</u>	5	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	2,362,166
<u>Newspaper Ads Placed</u>	3	<u>Electronic Marketing</u>	1	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	0 %
<u>Radio Ads Placed</u>	132	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	0 %

**Project Outcomes**

<u>Percentage Completed</u>	94%
<u>DMO Comments</u>	Total visitation over the three days for the 150th celebration was estimated at 11,000 to 12,000 people. Attendance at different venues where visitor count was monitored included the Battle of Lexington, Civil War Bus tours, visits to Antebellum home and the Period Parade downtown.
<u>Impact of Co-op Project</u>	Comparison of number of re-enactors and spectators at reenactment site each day, shuttle bus wristbands, parking passes sold and attendance at different venues.
<u>Outcome Effect on Future Marketing</u>	

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:     **12-08-050-99**                      DMO        **City of Carthage/ Civil War Museum**  
Category:     **Civil War 150 Promotion**        Project:    **Carthage Sesquicentennial Year**  
Primary Objectives     To increase exposure and attendance of Civil War events and attractions.

**Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$1,250.00
<u>State Dollars Awarded:</u>	\$1,250.00	<u>Local Matching Dollars:</u>	\$1,250.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$2,500.00

**Marketing Activity Information**

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 25,000
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 25,000	<u>Cost Per Inquiry</u>
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 0 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 0 %

**Project Outcomes**

Percentage Completed     100%

DMO Comments        We have distributed brochures to the national parks, travel centers and previous visitors. We will continue having visitors visit the Civil War Museum as they pick up the brochures in the different locations.

Impact of Co-op Project     The brochures are distributed in all the different marketing locations so we expect to keep drawing visitors to the Civil War Museum.

Outcome Effect on Future Marketing

**Quantifiable Measurements**

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0